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BROADCASTING TELECASTING

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DETROIT

Elected...by a landslide!

Campaigning on a platform of 50,000 watts, the best programming and clear, powerful reception for 9 out of every 10 Northern Californians, KCBS swept to an overwhelming Election Day victory at the San Francisco polls, according to a special Pulse study.

Taken at a time (10:15 pm to 12:15 am) when *all* San Francisco stations were presenting election programs and bulletins throughout the evening, this Pulse study (which consisted of better than twice the normal San Francisco sample) proved that 50,000-watt KCBS won more audience than the *next two stations combined.*

Want a recount? Sure. The whole story is yours just for the asking.

San Francisco **KCBS**
Represented by
CBS Radio Spot Sales

WHAS-TV.. quality of programming makes the difference!

Herbie Koch, at the console of the nation's largest studio organ.

"The Herbie Koch Show"

ESPECIALLY FOR PARTICIPATING SPONSORS

Thursdays, 9:30-10:00 P.M.

Bill Pickett, featured baritone on The Herbie Koch Show.

"The Herbie Koch Show" is a musical variety program starring two of Louisville's outstandi musical performers, organist Herbie Koch and baritone Bill Pickett. It's Louisville's number *one* live musical show—*first* in audience size, *first* in audience acceptance.

As a top show at a premium time, "The Herbie Koch Show" enables sponsors to reach a lar nighttime audience with the kind of sales effectiveness offered *only* by a local program, featuring established local personalities. The show has been a regular Thursday night feature on WHAS-TV since March, 1950, and has a proved ability to maintain and *sell* a large audien in the Louisville Market.

50,000 Watts

More than twice the power of Louisville's second station

WHAS-TV
Louisville, Kentucky

Serving a market of more than 105,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Christmas gift subscription form

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Company _____

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Top National Spot Advertisers use the Nation's Number 1 Independent

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Anahist
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Bayer Aspirin
Borden's Evaporated Milk
Chase & Sanborn Coffee
Chlorodent
Coffee Time Beverage
Crosley TV
Diamond Match
Downey Flake Waffles
Edison Batteries
H-O Oats
Presto Flour
Habitant's Soup
Histoplus
Howard Clothes
Kellogg's All Bran
Kirkman's Soap
Eskimo Anti Freeze
Motorola
Musterole
Nucoa
Old Spice
Omega Oil
Pepto Bismol
Pertussin
Red Cap Refresher
Red Devil Soot Remover
Rem
Silver Dust
Stoppers
Tenderleaf Tea
Wonder Salve

Because these Agencies know a good radio buy when they see it. Thank you . . .

Compton Advertising
Young & Rubicam
Sullivan Stauffer Colwell & Bayles
Dancer Fitzgerald & Sample
Cunningham & Walsh
J. W. Thompson

Benton & Bowles
BBD & O
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Wills Burgess
Ruthrauff & Ryan

1000 WATTS 1110 Kc

Providence, Rhode Island

National Representatives Headley-Reed Co.

hed every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

RADIO...a better buy than ever!

53.6% More Dallas Market in the ten year period ended 1950, shown by the U. S. Government Census Bureau:

Dallas County:

1950	612,318
1940	398,564

59% More Fort Worth Market also shown by the last government census:

Tarrant County:

1950	359,157
1940	225,521

In addition to the tremendous market growth of the great twin urban-market, Dallas and Fort Worth, with corresponding increases throughout the Southwest

KRLD SOARS TO NEW HIGH IN MORNING AUDIENCE RATING!

136% more listeners than the second highest rated Dallas Station for the period May through September, Hooper says: KRLD 35.9; Second station 15.1.

KRLD's rates have been increased only moderately during the same period, but not comparable to the market growth.

RADIO and KRLD, Dallas, are clearly and conclusively better buys than ever, based on cost and audience.

KRLD is tops at night, too!

this is why

KRLD

is your best buy

EXCLUSIVE DALLAS-FORT WORTH OUTLET FOR CBS RADIO PROGRAMS

Owners and Operators of KRLD-TV CHANNEL 4

JOHN W. RUNYON, *President*

The Branham Company
Exclusive Representative

CLYDE W. REMBERT, *General Manager*

at deadline

CLOSED CIRCUIT

FCC IS TAKING preliminary look into new network contracts with affiliates to determine whether suppression of competition in any wise is involved by tying rates of one medium into those of another (radio and TV). Study initiated by Commissioners rather than staff level, and would be used as foundation for inquiry, if that course is decided upon to determine whether in end result, dual operation of radio and TV networks serves public interest.

LONG PENDING issue of specialized FM services (Transitcasting, Storecasting, Muzak, Functional Music, etc.) appears headed for further inquiry rather than final decision. Door will be kept open, it's understood, through setting of hearing at which questions will be propounded as to legality and desirability of such services and whether regulations actually can be complied with by "beep" and other specialized operations.

TV FREEZE was subject of two all-day FCC meetings Thursday and Friday, with virtually entire attorney-engineer-accountant task force sitting in with Commissioners while aspects discussed and decided. One source averred things were going along much faster than he thought possible—indicating pretty general agreement as issues were brought up. Feb. 1 is still target date for release of allocations, first step in thawing of freeze in force since 1948.

AT THIS WRITING it's doubted whether any of hundreds of indicated TV hearings to follow thawing of freeze expected in February can be held in field. Unless FCC gets more money, it's argued, it will be impossible to send examiners into home areas for hearings. Alternative is to haul them all to Washington.

THERE'S even money that NBC's Fifth Annual Convention with affiliates, held at Boca Raton, Fla., Nov. 28-Dec. 1, will be last with formal business agenda. Network, however, hasn't reached decision. Boca convention, incidentally, was generally regarded as best conducted of all, despite critical nature of agenda. Copious credit given Frank Young, public relations aid to Vice President William Brooks, who handled arrangements.

NBC REPORTEDLY in quest of top-flight broadcast executive to take over station relations job in radio vacated by Norman Cash, who has joined Crosley-TV [B•T, Nov. 12]. Since network's new rate plan, despite 3-1 opposition vote, is slated for July 1 adoption, NBC officials and station relations people intend to launch individual negotiations with some affiliates in key markets at once.

NEW CHRISTMAS COMPANY, Cowboy Suits Inc., with at least one employe from last year's disappearing Midland Adv. Agency operating out of New York address used last year by Forty Toys Inc., maker of some of $1 mail-order items for which now defunct Midland placed time. When agency closed, number

(Continued on page 6)

McDONALD NBC TREASURER EFFECTIVE JANUARY 1

ELECTION of Joseph A. McDonald as treasurer of NBC, effective Jan. 1, was announced by NBC President Joseph H. McConnell Friday afternoon following regular meeting of NBC board.

Appointment of Mr. McDonald, vice president, secretary and general attorney of ABC, to an "important executive" post with NBC was announced late last month, but his exact assignment was not disclosed pending board meeting. There was speculation at outset, however, that he might be slated for treasurership [B•T, Nov. 26].

As treasurer, he will report to Joseph V. Heffernan, NBC financial vice president.

In new assignment he succeeds John H. MacDonald, who resigned as NBC vice president and treasurer last June.

LOS ANGELES IN '53

NARTB convention scheduled to be held in Los Angeles in 1953, under decision of board of directors. Just before adjourning in Washington Friday noon, board selected West Coast site provided satisfactory arrangements can be made. Upcoming 1952 meeting March 31-April 2 will be held again at Conrad Hilton (formerly Stevens) Hotel, Chicago. Convention was held at Los Angeles in May, 1948.

NEW RCA V.P.'s

RICHARD L. WARNER, general attorney, and ERNEST B. GORIN, treasurer, were elected vice presidents of RCA Friday. Mr. Warner, who becomes vice president and general attorney, joined RCA in 1947 as first assistant attorney. Mr. Gorin joined organization in 1944 as administrative assistant to Frank Folsom, then vice president in charge of RCA Victor Div.

BUSINESS BRIEFLY

LEVENSON FOR LEVER ● Lever Brothers, N. Y., interested in half-hour television show featuring Sam Levenson. Format not set yet nor has definite time period been worked out.

NEW YEAR TEA DRIVE ● Teltely Tea Co., N. Y., through Earl Bothwell, N. Y., placing campaign in several markets in January. Additional campaign will probably be forthcoming after budget planning meeting in mid-January.

PACKARD BUYS FILM ● Packard cars, through Maxon Inc., scheduled to sponsor half hour television show on film, *Rebound*, on spot basis starting first week in February.

AMERICAN CHICLE PRODUCT ● New product in tablet form expected to be introduced by American Chicle Co. through Dancer-Fitzgerald-Sample, N. Y., in spot radio campaign starting in February.

AGENCY FOR PUROXIN ● Liberty Vitamin Corp., N. Y. (Puroxin tablets), names Advertisers Broadcasting Co., N. Y., as its advertising agency. Firm sponsors *At Home With Lionel Barrymore* five times weekly on WMGM New York.

OIL CO. WANTS TV SHOW ● Cities Service Co. (petroleum) understood to be looking for television show, through its agency, Ellington & Co., N. Y.

TRY TV FIRST TIME ● O'Cedar Corp., Chicago, uses network TV for first time Dec. 31 when it begins sponsorship of final quarter hour Mondays of *Garry Moore Show* afternoon strip on CBS. Products are Dri-Glo and Sponge Mop. Agency: Young and Rubicam, Chicago.

LLD CHEMICAL AGENCY ● LLD Chemical Corp., N. Y. (Topper, leather refinisher and reconditioner), to Rand Adv., N. Y.

By-Law Change Would Give Networks Vote

NATIONAL radio networks will be admitted to membership on NARTB Radio Board provided membership ratifies series of by-laws changes adopted in Washington Friday by combined boards (see Radio Board story, page 27; TV Code story page 23).

Total membership of combined board would be limited to 48—30 radio and 18 TV directors—under plan. National radio networks have choice of active or associate membership, and can appoint own board member.

Under by-laws change adopted last winter TV networks have been eligible for active or associate membership. Similar choice available in case of Radio Board though network can't have director if it chooses to be associate.

Networks were active members of NARTB, with own board members, in early '40s. Later change limited them to associate membership, with no directors. Whether active or associate, radio networks would pay $5,000 annual radio dues; TV networks now pay $1,200 TV dues.

Next meeting of board will be held Feb. 13-15 at Lost Valley Ranch, San Antonio.

Combined board ratified action of Radio Board calling for naming by president of special copyright committee representative of industry.

System of combination dues for multiple-station interests favored by Membership Committee in report to board. President instructed to prepare dues plan for February meeting, effective next April 1. Discounts would be given if all stations in group belonged to NARTB.

Other changes in by-laws, subject to ratification, include provision for 90-day resignation notice, with month laxity granted in certain cases. Election procedure for directors was clarified. New paragraph adopted cover-

(Continued on page 114)

for more AT DEADLINE turn page ➤

at deadline

THYAVALS STARTS CAMPAIGN IN CHICAGO

THYAVALS INC., new corporation licensed to sell Thyavals, Orvita and Formula 621 by defunct American Vitamin Assoc., will begin advertising in Chicago Jan. 1, it was announced Friday by Jack Scott, president of Schwimmer and Scott, Chicago agency to which AVA owes $290,000. This was amount contracted for by S. & S. before the Los Angeles vitamin firm "overextended" itself financially, and which agency is paying creditors (mainly radio and TV stations) over 30-month period.

Under new exclusive sales arrangement, 50% of Thyavals net profit will be returned to AVA for distribution to creditors. AVA, which will continue to manufacture three items, will sell merchandise to Thyavals Inc. for 30% more than prices it received previously. This 30% also will be divided among creditors.

Mr. Scott said television and newspapers will be used in Chicago, but no details have been worked out. His agency will handle all Midwest billing, while West Coast business will go through Craig & Maudsley of Seattle. No advertising planned for East.

Thyavals Inc. was formed to handle all selling, advertising and merchandising of three products by group of station men in Washington State including J. Elroy McCaw, president of KRSC Seattle and Archie G. Taft Jr., general and commercial manager of KOL Seattle.

KINTNER SUGGESTS RADIO RATES DIP WITH RATINGS

SUGGESTION that radio rates be reduced proportionately in TV areas where programs dip in ratings offered Friday by ABC President Robert Kintner to ABC Midwest Affiliates meeting in Chicago.

Hope also was held out for larger spot adjacencies among affiliates. Network may offer block programming of afternoon serials, Mr. Kintner revealed. It was suggested that hourly segments of five programs be initiated.

Mr. Kintner also described reports he would move to another large network as "unfounded." Session was held at Chicago's Ambassador East Hotel. John Norton, ABC Central Div. vice president, also presided, with other network executives.

BAB ADDS 18 MEMBERS

ADDITION of 18 new members in past two weeks brings BAB ranks of member stations to 955, President William B. Ryan said Friday. New members: KBRO Bremerton, Wash.; KBUR Burlington, Iowa; KFVD Los Angeles, Calif.; KLOK San Jose, Calif.; KMLB Monroe, La.; KPQ Wenatchee, Wash.; WSIW Woodward, Okla.; KVAN Vancouver, Wash.; KVON Vallejo, Calif.; KVOS Bellingham, Wash.; WCAU Philadelphia, Pa.; WGAP Maryville, Tenn.; WIRE Indianapolis, Ind.; WKPT Kingsport, Tenn.; WPLA Plant City, Fla.; WPUV Pulaski, Va.; WRAY Princeton, Ind.; WTVB Coldwater, Mich.

NEW BOLLING OFFICE

THE BOLLING CO., New York, station representative firm, announce opening of Boston office at 80 Boyleston St. with James McCann as manager.

In this Issue—

CBS Radio announces "Selective Facilities Plan," permitting clients to use "any reasonable minimum" number of affiliates, if programs are available to other outlets and subject to sale to non-competitive advertisers through CBS Radio. *Page 23.*

STIFF regulations, backed by penal provisions, are backbone of revised Television Code, adopted last Thursday in revised form by NARTB's TV Board. *Page 23.* Full text of Code, *page 81.*

MINOR'S financial plight may erect more barriers to baseball broadcasters in '52. Minor League Prexy George M. Trautman takes another swing at majors' radio-TV; Yankees bar national broadcasts next year. *Page 25.*

CHAIRMAN Olin Teague, chairman, House Select Committee investigating G.I. loan irregularities, lauds radio, TV for "honest-to-God job of good reporting." Committee testimony told of KFMB-TV San Diego's cancellation of a sponsored newscast when advertiser insisted on suppressing certain facts. *Page 25.*

PROCTER & GAMBLE was No. 1 buyer of network time during September for both radio and TV. Radio billings grossed $1.3 million. *Page 27.* In TV, P&G passed $800,000 mark. *Page 78.*

BAB members will take part in NARTB annual convention next year, though divorced from association next April 1, NARTB Radio Board decides. *Page 27.*

"RADIO'S comparison should be with other media, not with its past," C. E. Hooper counsels Radio Executives Club meeting. *Page 28.*

NEW YORK Better Business Bureau warns of pre-Christmas per inquiry solicitation, urges avoidance of misleading advertising for direct mail offerings. *Page 29.*

"CLEAN out the small percentage of advertising which oversteps the bounds of truth or good faith," AFA's Elon Borton tells Denver Ad Club, adding that self-policing will stem increasing tide of legislation against advertising. *Page 30.*

ALMOST $2.5 million will be expended in first year for Chicago TV educational channel 11, applicant group of 12 colleges and cultural organizations, tells School Broadcast Conference. *Page 72.*

IS handwriting already on the wall for TV set equipment makers and television station applicants? It becomes more burning question this week as the cry increases for more military production. *Page 79.*

Upcoming

Dec. 10: Columbia Affiliates Advisory Board meeting Districts 4, 5 and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

(Other Upcomings page 30)

Closed Circuit

(Continued from page 5)

of stations squawked they hadn't been paid and listeners complained of quality (or non-delivery) of items ordered. Post Office Dept. inspectors investigated and made report but yet acted on by government attorneys. Cowboy Suits Inc., offering $1 "plastic" cowboy outfit punchouts, apparently using newspapers more than radio, however, though some stations have been solicited and at least one was used for short time on PI basis.

COMMUNICATIONS follow to President's plan for national civil defense snafued within Federal Civil Defense Administration. Authorities say two biggest roadblocks are: (1) lack of FCC rules for amateur radio operators (frequencies already have been designated), and (2) more definitive blueprint for broadcast station participation. It's speculated that radio-TV phase may be omitted from forthcoming technical manual and incorporated in later report.

LOOK for voluminous report by Bill Paley's Materials Policy Commission sometime next month. Study, underway for past six months, is long-range blueprint for getting most mileage out of nation's resources, including international negotiations. Mr. Paley, CBS board chairman, still dividing time between New York and Washington.

CHAIRMANSHIPS in "unintegration" of BAB's research-promotion committee slated to go to WCAU Philadelphia President Donald W. Thornburgh (promotion committee) and Crosley Broadcasting System President Robert E. Dunville (research). Memberships of separate committees now nearing completion.

NETWORK representatives expected to confer today on standards of practice proposal by Democratic and GOP National Committees for '52 radio-TV convention coverage. Thomas Velotta, ABC, is coordinator.

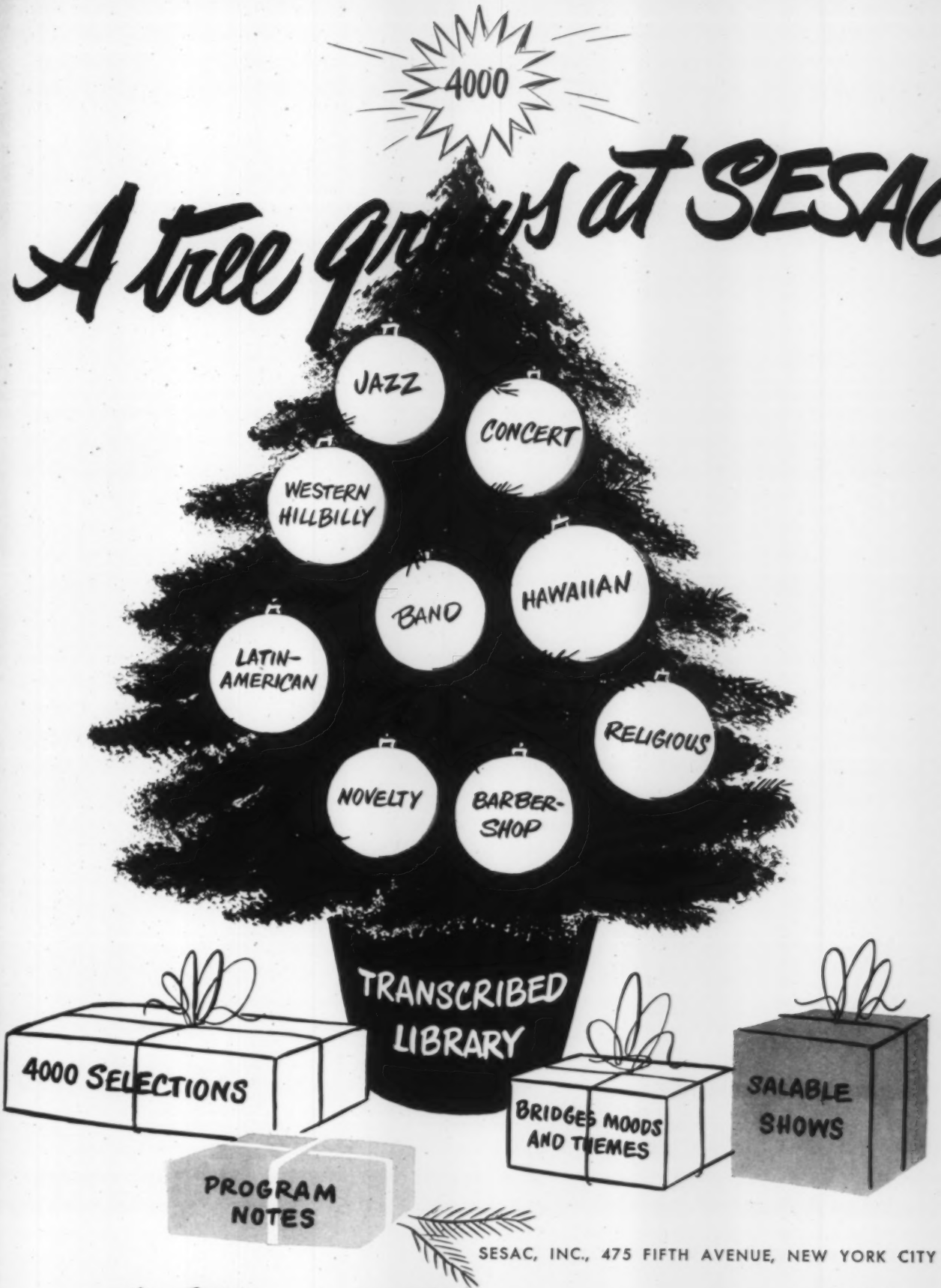
BOOKLET suggesting ways of best utilizing radio-TV techniques being prepared for GOP political candidates by Republican National Committee. It's to be released within next few weeks. Incidentally, GOP won't set up media budget and select advertising agency until after nominating convention in Chicago next July. Democrats have deferred agency choice until January when executive committee meets.

FIRST RESULT of indication [CLOSED CIRCUIT, Dec 3] that FCC contemplates "show cause" hearing on handling of horse race results by stations has been informal advice given FCC that WWDC Washington will drop handling of racing returns. Station, affiliated with Mutual, understood to feel that this program service now is expendable.

DEC. 23 to mark last TV appearance of Bob Hope for Liggett & Myers Tobacco Co. (Chesterfields) as comedian has rejected offer to appear every fourth week in NBC-TV Thursday night half-hour purchased by L&M for *Dragnet* video series. He will continue Tuesday evening NBC radio program for same sponsor.

LINCOLN-MERCURY, through Kenyon & Eckhardt, N. Y., understood to be preparing a spot announcement radio campaign to start after Christmas in about 400 markets.

more AT DEADLINE see page 114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4000 SELECTIONS
BRIDGES MOODS AND THEMES
SALABLE SHOWS
PROGRAM NOTES
SESAC, INC., 475 FIFTH AVENUE, NEW YORK CITY
A Merry Christmas to All

Tulsans Enjoy a HIGHER Standard of Living

Tulsans enjoy a higher standard of living than do citizens of Oklahoma City, San Antonio, and New Orleans, according to Sales Management's Survey of Buying Power.

The Southwest average income per family is $3,784.00. The average per Tulsa family is $5,-292.00. Since markets are people with spendable income it makes good sense to put your advertising dollars where they can gain sales for your product. KVOO, alone, covers all of the rich Tulsa market area plus bonus counties in Oklahoma, Kansas, Missouri and Arkansas.

For greater results at lowest cost per family put your schedules on Oklahoma's Greatest Station, KVOO, in Tulsa!

KVOO

Oklahoma's Greatest Station

50,000 WATTS — 1170 KC — NBC AFFILIATE

TULSA, OKLAHOMA

National Representatives—Edward Petry & Co., Inc.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0711* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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...get the **NEW WORD** in the Carolinas

WORD

of Spartanburg

NOW

910

Serving over a quarter million people in the thickly populated Piedmont Section of the Carolinas.

1000 WATTS DAY & NIGHT • WDXY-FM 12,000 WATTS

owned and operated by

THE SPARTAN RADIOCASTING COMPANY

Spartanburg, South Carolina

WALTER J. BROWN, *President*

Represented Nationally by GEORGE P. HOLLINGBERY

ABC & NBC Programs

MR. SPONSOR:

Here's a Record Show!

New Orleans' Top Afternoon Show

Is Setting New Records for Sponsors!

• It's the "Hit Parade" of New Orleans . . . two hours of popular platters . . . interspersed with breezy comments by genial Bob Hamilton. For sales-a-plenty, buy "Top Twenty" . . . the perfect combination for spot participation!

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

new business

Spot . . .

R. SCHIFFMAN & Co., L. A. (Asthmador), Nov. 25 started three week radio spot campaign on five Los Angeles area stations. Minute recorded spots to run 12 weekly each on KHJ Los Angeles, KWKW Pasadena; six weekly on KFWB; five on KMPC; two on KECA, all Los Angeles. Agency: Philip J. Meany Co., L. A. CARL TESTER, agency president, is account executive.

CORBY DISTILLER Ltd., Montreal (anti-freeze), starts dramatized spot announcements five nights weekly for three months on large number of Canadian stations. Agency: Stevenson & Scott Ltd., Montreal.

MARVEN'S Ltd., Moncton, N. B. (biscuits), starts spot campaign on 23 eastern Canadian stations. Agency: Harold F. Stanfield, Montreal.

Network . . .

CROSLEY DIV., Avco Mfg. Corp., Cincinnati, Jan. 10 begins sponsorship of *Father Knows Best*, Thurs. 8-8:30 p.m. EST, on NBC, for 13 weeks. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET, N. Y., renews *Mr. & Mrs. North* on CBS Radio, Tues., 8:30-9 p.m. Program, which had been taped for a period, will return to live broadcasts effective Jan. 1. Agency: Sherman & Marquette, N. Y.

JACQUES KREISLER Mfg. Co., N. Y., renews *Tales of Tomorrow* on ABC-TV, Fri., 9:30-10 p.m., until July 1952. Agency: Hirshon Garfield, N. Y.

MARS CANDY Co., Chicago, (Mars, Forever Yours candy bars), sponsoring Art Linkletter CBS Radio *People Are Funny* on alternate weeks, Jan. 1 takes over full sponsorship of transcribed program for 13 weeks, Tuesdays, 7-7:30 p.m. (PST). Program now running sustaining on alternate weeks. Agency: Leo Burnett Co., L. A. John Guedel Productions, Hollywood, packages program.

AMERICAN CHICLE Co., N. Y., (Dentyne, Chiclets and Beeman's Gum), renews twice weekly *Will Rogers Show*, on 180 ABC Radio network stations, Tues. and Thurs., 5:55-6 p.m. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

PHILCO Corp., Phila., renews 9:45-10 a.m. EST (Mon.-Fri.) segment of *The Breakfast Club*, over ABC Radio for 52 weeks, effective Dec. 31. Agency: Hutchins Adv. Co., Phila. Other sponsors of show are General Foods (9-9:15 a.m.) and Swift & Co. (9:15-945 a.m.).

FRIGIDAIRE Div. of General Motors Corp., Detroit, to sponsor *Pulitzer Prize Playhouse*, bi-weekly over ABC-TV, 10-11 p.m. EST, effective Dec. 19. Program will alternate with *Celanese Theatre* Wednesdays. Agency: Foote, Cone & Belding, Chicago.

Agency Appointments . . .

LINDSAY RIPE Olive Co., Lindsay, Calif., names Mogge-Privett Inc., L. A. Two television participations weekly being used on KNBH(TV) Los Angeles with plans to extend to eastern markets after first of year.

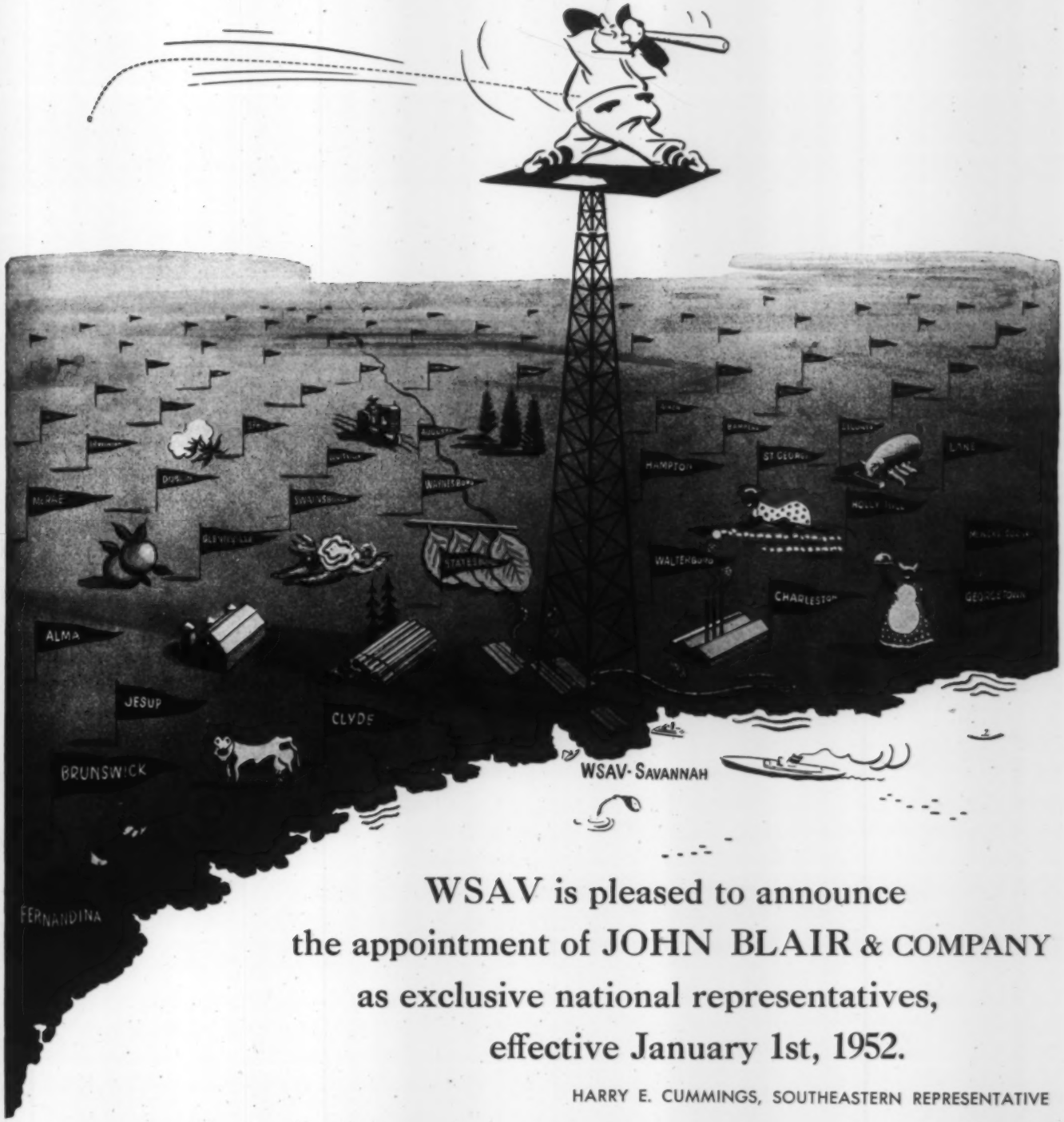
GOLD ARROW TRADING Co., L. A., appoints Walter McCreery Inc., Beverly Hills, Calif. Radio and TV will be used.

GIUSEPPI FROZEN PIZZA PIE, Phila., appoints Weightman Inc., Phila. Spot radio and TV will be used.

CHAMBERS & ROBINSON, Seguin, Texas, (packers of Texas Tavern brand complete Mexican dinners in cans), appoints Ley & Livingston, S. F. Radio and TV will be used. JACK LEY is account executive.

SEAMPRUFE Inc., N. Y. (manufacturers of lingerie and hosiery), names Joseph Katz Co., same city.

Look who's batting on our team!



WSAV is pleased to announce
the appointment of JOHN BLAIR & COMPANY
as exclusive national representatives,
effective January 1st, 1952.

HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

The **plus** in St. Louis Radio is the "St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion . . . billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK St. Louis' ABC Station, 12th & Delmar, CHestnut 3700
630 KC • 5000 Watts • Full Time

Represented by John Blair & Co.

agency

HENRY T. STANTON, senior vice president, director and manager J. Walter Thompson Co.'s western operation, is moving to San Francisco where he will continue to give overall supervision to the activities of the Chicago, San Francisco, Los Angeles and Seattle offices. **GEORGE C. REEVES**, vice president, director, creative head of ageny's Chicago organization since 1943, named manager of Chicago office. **MERTON V. WIELAND**, vice president and director, will assume overall function of senior consultant and will work with Mr. Reeves on general operation problems.

ROISEN Adv. Agency, Buffalo, N. Y., changes its name to Roizen & Rich Inc. **ARTHUR H. RICH**, account executive Comstock & Co., Buffalo, elected vice president and secretary.

DOUGLAS B. WALL, assistant account executive Allen & Reynolds Adv., Omaha, appointed media director. **ROBERT SANFORD**, assistant to **EARL ALLEN**, retiring partner of firm, appointed account executive.

FRED E. GERBERDING, vice president M. R. Kopmeyer Co., Louisville, Ky., assumes post of director of merchandising and promotion.

EDWARD LOVETON appointed media director Creamer & Co., Hollywood. He was with Keenan & Eickelberg, L. A., and Benton & Bowles, N. Y.

REGINA J. HAUG, director of accounting department Grant Adv., Chicago, to Factor-Breyer Inc., L. A., as comptroller.

on all accounts

GEORGE PAMENTAL, media buyer of radio and television for Fletcher D. Richards Inc., New York, is a tenaciously honest fellow who exercises a simply rule-of-policy in his purchases: "Never buy anything you wouldn't sell."

The rule works especially well in his case because for 15 years he had carefully observed the other side of the coin as salesman for the Branham Co., station representative. In that capacity it was a trade fact that George Pamental would never willingly sell an entity he wouldn't buy himself under similar circumstances.

Mr. PAMENTAL

Mr. Pamental began his career in industry as a bank runner for the Chemical Bank and Trust Co. as a college student taking evening advertising and selling courses at New York U.

In 1927 he joined the Branham Co. as an office boy, and almost instantly was promoted to salesman, remaining with the firm for 15 years. For the first few years he sold newspapers and in 1934 turned to radio.

After a two-year hiatus from industry during World War II, he joined the Fletcher D. Richards Company as media buyer for both radio and television. Among the accounts he currently places time for are: U. S. Rubber Co., Eastern Airlines, Peter Fox Brewing Co., Dixon Pencils, and Quaker Sugar. The billing for these accounts is understood to be more than $1 million annually.

The Pamentals—she is the former Rita McMahon— have been married since Sept. 26, 1936. They have two children, George Laurence, 13 years old, and Naomi, 10. The family lives in its own home in Hillsdale, N. J.

For hobbies, Mr. Pamental sings in a church choir and likes to "putter about" in woodcarving.

beat

ELLA HOWARD, senior presentation specialist CBS Radio, N. Y., to Ellington & Co., N. Y., in publicity and promotion department.

JOHN M. WHITE, vice president Laughlin-Wilson-Baxter & Persons, transferred from Houston to Dallas office.

JOHN BARNETSON Fuller & Smith & Ross, and **DAN MacMILLAN**, George H. Hartman Co., both Chicago, to Fitzgerald Adv. agency, same city, as group heads in copy department.

MARK PARNELL, advertising manager General Electric Supply Co., S. F., to Biow Co., S. F.

ANGUS BABCOCK, Guild, Bascom & Bonfigli, S. F., to Kelso Norman Adv., S. F., as television director.

RICHARD JOHNSTON, advertising production manager, United Air Lines, Chicago, to Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

FRADKIN Adv., N. Y., moves to new and larger offices at 114 E. 40th St.

MILDRED M. LOGUE, graduate home economist, appointed to TV staff Ketchum, MacLeod & Grove Inc., Pittsburgh.

KRAFT Adv. Agency, Seattle, moves to new quarters at 4507 University Way. Telephone remains MElrose 6037.

MacWILKINS, COLE & WEBER, Seattle, announces opening of service office in Tacoma. **DAN GERBER**, account executive is in charge of office. **ROBERT HARRISON**, agency's Portland office, transfers to production department in Seattle office.

NORMAN H. MEYER, copy chief R. E. Lovekin Corp., Phila., to copy staff Gray & Rogers, Phila. **HENRY R. HALLOWELL Jr.**, Neal D. Ivey Co., Phila., to contact department Gray & Rogers. **JAMES S. REIFSNYDER**, Geare-Marston Inc., Phila., to media department Gray & Rogers.

DAN LADD, sales staff *Parade Magazine*, N. Y., to Cecil & Presbrey, N. Y., as account executive.

RICHARD MARVIN, Grey Adv., N. Y., to William Morris Agency, N. Y., in radio programming department.

JACK RUNYON, manager of Hollywood office Biow Co., and **RUTH MARTIN**, NBC singer, married Nov. 24.

VIRGINIA RUSSET, J. Walter Thompson, Chicago, to radio-TV department Russel M. Seeds, Chicago.

HAROLD FRANKLIN, program director Institute for Democratic Education and producer of *Lest We Forget* radio and TV series, named to radio and TV programming department William Morris Agency, N. Y.

JEAN NELSON, Gimbel Brothers, N. Y., to William H. Weintraub & Co., that city, as member of copy staff.

MICHENER & O'CONNOR Inc., Harrisburg, Pa., elected to membership in American Assn. of Advertising Agencies.

VANCE FAWCETT Assoc., Honolulu, T. H., appointed to handle $298,000 fund raising campaign for Kuakini Japanese Hospital.

JACK EARLY, account executive Wank & Wank Adv., S. F., resigns. Future plans to be announced at later date.

DOROTHY ORRICK, Cecil & Presbrey, N. Y., to media department Cosby & Cooper, S. F.

FRANK COX, partner J. Cunningham Cox Adv., Phila., and Patricia Roberts, married.

PAUL-TAYLOR-PHELAN Ltd., Toronto, newly formed agency at 169 Yonge St., has been enfranchised by Canadian Association of Broadcasters.

ON THE WASHINGTON SCREEN

Washington Viewers
Get "EXCLUSIVES" With—

Jack Olsen News!

Monday thru Friday
11 to 11:10 PM

JACK OLSEN is a top-notch news reporter who gets behind the scenes and **digs** for news. His by-line stories have appeared in Scripps-Howard newspapers all over the country, as well as numerous other publications, including This Week Magazine. He has won the Scripps-Howard "Best Story of the Month" award.

Now a Page-One feature writer for the Washington Daily News and news editor and commentator for WMAL, Mr. Olsen broke three important EXCLUSIVE stories the very first week he was on WMAL-TV!

Call or Wire
The KATZ AGENCY, Inc.

WMAL WMAL-TV WMAL-FM
The Evening Star Stations
WASHINGTON, D. C.

Take your

Mother Parker, chief cook and homemaking expert of WEEI's Food Fair, stacks up an average rating of 4.7 at 9:30 in the morning.* It amounts to a hearty 68% higher average daily rating than the second-best food program** in Boston! So, if you would like to be served up the biggest breakfast audience in the entire Greater Boston market...

rplace at this table!

The fact is, Mother Parker's program is *so* good and *so effective* that her audience keeps expanding (it's grown 24.1% bigger since 1948). Last year, she won two coveted awards: the Grocery Manufacturers of America, Inc. "Lifeline of America" trophy (for the second time), and a scroll from the Grocery Manufacturers' Representatives of New England, Inc. (the first of its kind awarded to a woman in 21 years) for her "outstanding ability as a salesman of food." This praise is echoed, too, by the dozens of advertisers who keep renewing their participations on WEEI's Food Fair year after year.

We'll make room for you at Mother Parker's table tomorrow morning, if you hurry. There's nothing like a participation on her program for meeting customers and cooking up big sales.

Remember,
in Boston...the station
is WEEI

CBS OWNED
REPRESENTED BY
CBS RADIO SPOT SALES

*Pulse of Boston, Monday through Saturday
**Broadcast only Monday through Friday

IN
ORLANDO
FLORIDA

WLOF

GETS
BIG
RESULTS!

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

open mike

Final Word

EDITOR:

There is one sentence in the editorial on the Richards' case in your Dec. 3 issue of BROADCASTING • TELECASTING, which makes one wonder again whether your magazine shapes its facts to suit its editorial attitude. It is the sentence stating: "No conclusive evidence was ever presented that Mr. Richards' personal views were actually broadcast over his station."

There are literally thousands of pages of uncontradicted evidence in the record which belies your statement. To learn how untrue this statement is, if you did not already know it, all you had to do was to consult the news accounts of the hearing appearing in your own magazine.

The quoted sentence is an assertion made of whole cloth which was invented by those who sought to use the public press to mislead the public as to the true facts and issues involved in the proceedings.

You could even have read the Proposed Findings of KMPC, WJR and WGAR in this case, which failed to contradict this overwhelming amount of evidence, and the Proposed Findings of the General Counsel, to have found out further how untrue your statement is.

But even if it had been true that the efforts which were made to procure the broadcast of slanted news and other one-sided programming on KMPC, WJR and WGAR which reflected personal views and attitudes of Mr. Richards were unsuccessful, I find it impossible to see how you reconcile your editorial attitude in behalf of these stations with the thundering sense of righteousness with which you rejoiced over the action of the Commission and the courts in the case of one J. Harold Smith, who you thought was unqualified to hold a license for a small daytime station in Knoxville, Tenn., because of acts and views showing that Smith had been responsible for acts of racial and religious prejudice prior to the time he received a permit.

These were acts and views which you thought disqualified the corporation of which Smith was a stockholder from holding a license even though, unlike the situation in the KMPC, WJR and WGAR case, they had been committed by Smith *not* in connection with the operation of a radio broadcast station. How could you consistently have been bleeding in the cause of righteousness in both cases?

Benedict P. Cottone
General Counsel, FCC

[EDITOR'S NOTE: Mr. Cottone continues to battle his cause celebre, even after the FCC voted 6-1 to dismiss the proceedings as moot. To us, he seems to draw a parallel that does not exist. Our editorial observation, to which he objects, was in precise accord with the facts, as we understand them. In the Richards case, there was no public protest against that which was transmitted over the microphones of his stations. In the case of Rev. Smith, he has a record of using the microphone and a newspaper to expound his views.]

* * *

NBC Anniversary

EDITOR:

Your entire record story will go down in history. It's a classic.

M. H. Aylesworth
Rockefeller Plaza
New York

* * *

EDITOR:

As a long-time admirer of you, NBC, and others of the official family, I was greatly pleased to see this significant anniversary so adequately covered. We are preserving this issue in our library and making it required reading for our radio majors.

John E. Drewry
Dean
Henry W. Grady School of Journalism
U. of Georgia
Athens

* * *

EDITOR:

The pages dealing with the "Silver Jubilee of NBC" are jampacked with history, firsts, pleasant memories and tradition. I was elated to see the name and photographs of my good friend and former classmate, Rudy Vallee. Rudy was responsible for many of the firsts, who are now big time, and his talents have contributed greatly to the history of broadcasting in America. In my books he is still the greatest showman of them all.

David R. Milsten
Milsten, Milsten, Johnston & Morehead
Tulsa

* * *

Code Comment

EDITOR:

. . . Our feelings regarding the proposed code are the same as they were during the meeting in Chicago. We don't think the document is perfect but we feel strongly that there is no time to wait for a perfect document. . . I don't think we can wait until such time as all the lawyers involved would agree that all their clients could operate without jeopardy. . . .

Otto Brandt
V. P. & Gen. Mgr.
KING-TV Seattle

* * *

EDITOR:

. . . As the existing structure stands, subscription to the code by

(Continued on page 110)

when it comes to placing your television programs, remember

you can do better* with Spot... much better.*

* Free choice of markets.
* No "must" stations or minimum group requirements.
* Wholehearted station cooperation.
* Better picture quality than kinescopes.
* Savings in time costs—enough to cover film prints, their distribution and other costs.

full details from any Katz representative.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

first

IN THE WASHINGTON MARKET

7 A. M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

WMAQ (NBC) Chicago will use its most powerful weapon—radio—in an effort to get a reversal on the city council order banning tape recordings of 1952 budget hearings.

NBC Chicago News Director Bill Ray, chairman of the Freedom of Information Committee of the National Assn. of Radio News Directors, will publicize the council's failure to permit tape recordings on the hotly-debated civic issue. The station report to the public via special broadcast mentions will include listing of the names of all aldermen who voted for and against the move.

The council's continuing case of "mike fright" cropped up again Nov. 30 when the proposed tape recording of budget discussion was defeated in a 28 to 13 vote. After Mr. Ray's petition was read, Alderman Herbert F. Geisler moved the council suspend the rules and vote on the resolution immediately, rather than referring it to the rules committee. The matter was referred subsequently to that committee, which, however, cannot act on it before budget hearings begin. Two years ago a similar resolution initiated by WMAQ was referred to the rules group and buried.

Mr. Geisler, who supported the resolution, and Alderman Clarence T. Wagner, head of the finance committee and an opponent of radio reporting, were interviewed via tape by station newsman Leonard O'Connor on *News on the Spot*. Alderman Wagner said radio coverage would "delay the hearings" and encourage uninformed persons to attend the hearings and ask statements which would "confuse the public."

strictly business

BRAINY, beautiful, busy—that is Dorothy E. Schlect, advertising director of the Cleveland-Sandusky Brewing Corp.

Miss Schlect not only directs the corporation's advertising activities, but also has developed into one of Cleveland's more popular microphone personalities.

How she happened to step behind a microphone involves her most interesting radio deal.

For Gold Bond beer, the brewery's product, Miss Schlect had developed a radio show aimed at women, since she had learned from a survey that 75% of all purchases in beverage stores are made by women.

An audition was set up, using a man as the star. Directors, however, wanted women to audition. Miss Schlect put her voice on tape, presented it, and was selected.

Under the radio name of Dottie Gay, she took over the show which was entitled *For Women Only*.

On the program, the superiority of women over men was pointed up with a set of facts to prove it. A man was *permitted* to present a pet peeve against his wife. These pet peeves were submitted by listeners and a local announcer aired the complaint.

After 18 months on the air, this daily, half-serious, half-humorous program held the largest Hooper rating of any show presented on any Cleveland station, except one national daytime serial.

Although she has become an outstanding radio personality, Miss Schlect's training paralleled the commercial rather than the creative field.

Miss SCHLECT

* * *

She attended John Marshall High School in Cleveland, the Cleveland Advertising School and Cleveland College night school.

Her business career began in December 1936 as secretary to the advertising director of the Great Lakes Exposition in Cleveland. She also was editor of the daily program and newspaper.

In 1938 she joined the Trinity Universal Insurance Co., Cleveland, as office manager. During 1939 Miss Schlect was with the Glidden Paint Co. there as copy writer and secretary to the adver-

(Continued on page 98)

LOOK HERE!

IF YOU'RE LOOKING FOR POWER . . . WE HAVE THE KIND THAT COUNTS!

THE POWER OF THE LARGEST LISTENING AUDIENCE IN WILKES-BARRE . . . WYOMING VALLEY AREA.

• • •

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

• • •

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

It's impossible...

...as impossible as covering California's

Bonanza Beeline with outside radio

The Beeline is no small sapling, either. In length, it measures over 500 miles—from the tip of southern California to the base of Oregon. In width, it spreads across the *inland* part of California into western Nevada. It's a populous, prosperous market, too — with more people than Philadelphia . . . more buying power than Detroit.*

But you're out on a limb if you try to cover the Beeline with outside stations — even far-reaching San Francisco and Los Angeles stations. Because the inland Beeline is an independent market where people naturally prefer their *own* strong stations.

Make sure, then, that you carry the five on-the-spot BEELINE stations. Together, they blanket the whole 3-billion-dollar market. Individually, each does a top job for you in a major Beeline trading area. For example . . .

KMJ FRESNO

It's the No. 1 station in the 4-county 660-million-dollar Fresno trading area — with a BMB total weekly audience of 92% daytime, 91% at night. In fact, KMJ'S "day after day" audience (72% of the area's 143,030 radio families) is ½ the larger than that of the second best station!

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

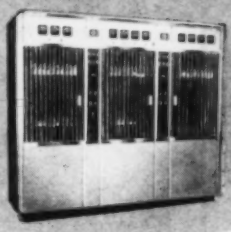
SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

How to get any TV p

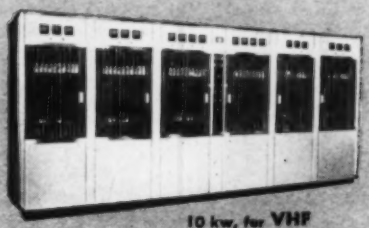
TAKE ONE OF THESE TV TRANSMITTERS...

500 watts, for **VHF**
Type TT-500 A/B
(All Air-Cooled)

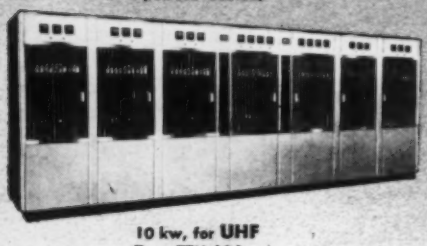


1 kw, for **UHF**
Type TTU-1B
(All Air-Cooled)

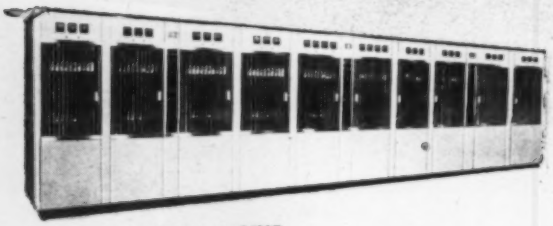
2 kw, for **VHF**
Type TT-2AL/H
(All Air-Cooled)



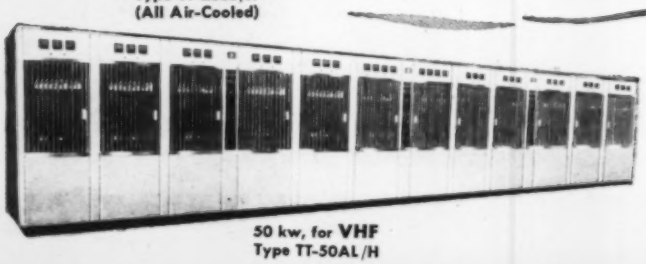
10 kw, for **VHF**
Type TT-10AL/H
(All Air-Cooled)



10 kw, for **UHF**
Type TTU-10A



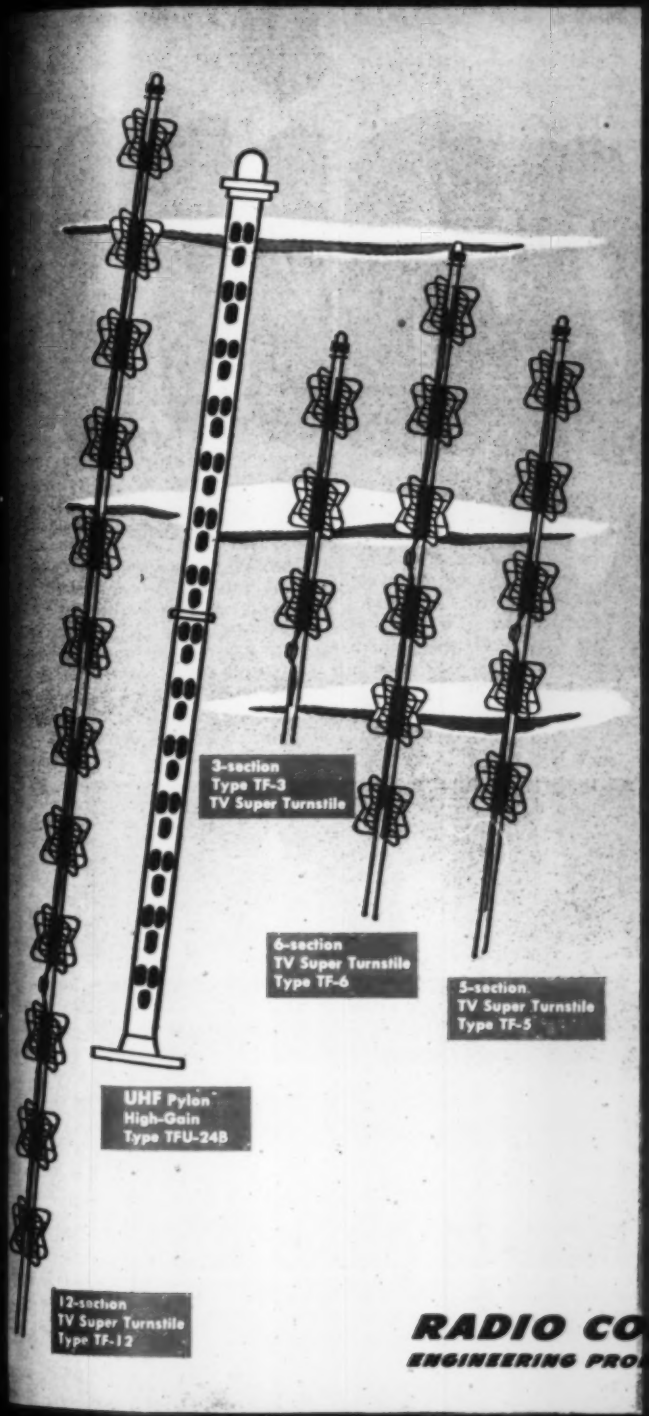
20 kw, for **VHF**
Type TT-20BL/H
(All Air-Cooled)



50 kw, for **VHF**
Type TT-50AL/H

power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS... = YOUR POWER



With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, *you can get the power you want in several different ways!*

If your requirements are best met with a low-power transmitter and a high-gain antenna, *RCA has the combination!* However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, *RCA has that combination too!*

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air" . . . with the power you want . . . at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*Effective radiated power

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N. J.

. . . no if-and-or-but about it, the big

Bargain

in Baltimore is WITH

ask your Headley-Reed man to prove it!

BROADCASTING

VOL. 41, No. 24 DECEMBER 10, 1951

'SELECTIVE FACILITIES PLAN'

Projected by CBS Radio

By RUFUS CRATER

INTRODUCING a new concept of network advertising, CBS Radio will let advertisers use any reasonable minimum number of affiliates they wish, provided the programs also are made available in all other markets and subject to sale there to non-competitive advertisers through CBS Radio.

This projected venture, designated "Selective Facilities Plan" and effective Jan. 1, is the striking feature of a series of policy changes being announced today (Monday) by CBS Radio President Howard S. Meighan in an obvious counter-move to keep CBS Radio competitive with NBC under NBC's new basic economic plan of operations [B•T, Oct. 8, et seq.].

Other departures announced by Mr. Meighan, also effective Jan. 1:

● For non-users of the Selective Facilites Plan, a new "Standard Facilities Plan" liberalizing network group requirements to per purchase of any "satisfactory" combination of stations so long as the 26-station "basic" group is used.

● Substitution of dollar volume discounts for station hour discounts, "in line with the practice of other networks." Otherwise, rates remain the same.

CBS Continues Offer

Additionally, Mr. Meighan said CBS Radio will continue to offer specially packaged facilities-plus-program services at specified rates, including "alternate-week and shared-sponsorship programs, football roundups, special holiday and seasonal programs, summer saturation drives, *The Red Skelton Show* available for individual dates, etc."

Both the Selective and Standard Facilities Plans are available on 13-week cycle contracts—which, it was noted, represents 98.3% of CBS Radio's current time schedule. In addition, programs in the Selective Facilities Plan must be at least 15 minutes in length.

Chief objective of the Selective Facilities Plan, officials said, is to maintain maximum audience for each show while giving advertisers flexibility in choice of markets.

Under the plan, the advertiser must agree to make his program available to the full 200-plus stations of the network and to permit it to be sold through CBS Radio to non-competitive advertisers without repayment to the initial advertiser—in markets the original sponsor doesn't use. Where the program is unsold, it may be carried sustaining, with the original advertiser's commercials cued out.

CBS Radio did not undertake to speculate officially on what patterns might develop in this field of "subsidiary" selling but one result, it was thought, might be a form of co-op sales in the markets not used by the original advertiser. Another might be the evolution of special networks with, say, regional advertisers regularly buying a series of stations not taken by the first sponsor. Or, it was said, a subsidiary "national" network conceivably could develop for certain programs.

The new dollar volume discounts, to be substituted for station hour discounts, will be computed on gross weekly billing for time and allowed on 13-week-cycle contracts as follows:

Less than $2,750 a week, net; $2,750 up to $6,000 a week, 2½%; $6,000 up to $15,000 a week, 5%; $15,000 or more per week, 7½%. It was pointed out that "two or more network contracts for the same advertiser may be combined in computing dollar volume discount rate."

The absence of changes in the rate structure itself was not unexpected. Two weeks ago, obviously referring to NBC's current reappraisal of the network rates of its affiliates, President Meighan labeled rate re-evaluation at this time as "premature" [B•T, Nov. 26]. Readjustments now would have to be made on the basis of "obsolete" data, he declared. But he said CBS Radio is subscribing to the new circulation measurement project of Standard Audit & Measurement Services Inc. "because we believe that only when the new data are available can stations and networks take constructive steps in a thoroughly realistic re-evaluation of radio."

Mr. Meighan

Details Policy Changes

The policy changes were detailed in a statement sent out by Mr. Meighan over the weekend to advertisers, agencies and CBS Radio affiliates. Members of the Columbia Affiliates Advisory Board were apprised of the new plan in advance. First real chance for affiliate reaction to manifest itself may come at the CBS district meeting in New Orleans today.

Both the selective and the standard facilities plans differ from NBC Radio's method of increasing advertiser's flexibility in picking and choosing markets. NBC's plan eliminates "must buys" altogether, but requires the advertiser to use

(Continued on page 34)

TV CODE ADOPTED

Effective March 1

By J. FRANK BEATTY

TELEVISION stations must conform to a stiff set of advertising and program regulations, backed up by penal powers, if they wish to carry NARTB's newly-adopted TV Seal of Approval after next March 1.

The TV code was adopted in revised form Thursday as the NARTB TV Board wound up two days of code discussion in Washington and prepared to meet jointly with the NARTB Radio Board.

As finally approved by the TV board, the code carries new language designed to protect stations by revising the penal provisions as originally approved by the TV membership at Chicago last Oct. 19 [B•T, Oct. 22].

Briefly, the TV code provides:

● Five-man review board to review programming, screen and clear complaints, prefer charges for action by NARTB TV Board, and propose code changes.

● List of specific do's and dont's.

● List of suggested advertising time standards and program practices.

● Subscription to seal by both members and non-members.

● Recommendation against charging churches and religious bodies for TV time.

● Annual revision of code to meet changing conditions.

● Power for TV board to remove or suspend seal after due hearing procedure.

Having completed the code in a little over five months, the TV board now faces the job of "selling" the seal to both member and non-member stations and making it stick. This will be done, it was indicated, by a promotion campaign although the nature of this drive remains to be determined.

NARTB plans an effort to establish the seal in the public mind as a symbol of program and advertising purity. It hopes that fear of withdrawal of the seal will be a "powerful moral weapon," according to Robert D. Swezey, WDSU-TV New Orleans, chairman of the code-writing committee. The group started its writing job last July after a June 22 Washington meeting of representatives from NARTB member and non-member TV stations.

FULL TEXT of the revised NARTB Television Code is on page 81.

By setting March 1, 1952, as effective date of the code, NARTB is permitting an interim period "during which the review board will be selected, and providing an opportunity for subscribing stations and networks to become acquainted with the code in order that all operations may be adjusted to its proposals for procedure," said Eugene S. Thomas, WOR-TV New York, chairman of the NARTB TV Board.

A subscription fee will be levied against all stations subscribing to the code to defray administrative

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TAKES KOB POST

Meyerson Leaves KOME

J. I. MEYERSON announced last Thursday that he has resigned the general managership of KOME Tulsa to become general manager of KOB Albuquerque, effective Jan. 1.

Mr. Meyerson

At KOB he will succeed Phil Hoffman, who resigned last month to become manager of KECA-TV Hollywood [B • T Nov. 12].

Riley R. Gibson, for three years manager of KXO El Centro, Calif., has been named KOME manager to succeed Mr. Meyerson.

Mr. Meyerson accepted the post of general manager at KOME last March [B•T, March 19]. Previously he was assistant to the publisher of the *Muskogee Phoenix & Times Democrat*, and KBIX Muskogee, Okla. At that time he replaced Dick Campbell, who was invited to remain at KOME in an executive capacity.

In March, 1949, Mr. Meyerson resigned from the position of sales and promotion manager of the Oklahoma Publishing Co. and vice president-director of WKY Oklahoma City [B • T, March 14, 1949]. He thereby ended an association of nearly 30 years with the publishing company and associated enterprises, including KLZ Denver and KVOR Colorado Springs.

From 1928 to 1935 he was advertising manager of the *Daily Oklahoman* and *Times* and was manager of KLZ from 1935-1936.

Mr. Gibson has been in radio since 1941 when he opened and operated a branch studio for KUOA Siloam Springs, Ark. Following overseas service with AFRS stations during the war, Mr. Gibson built and managed KREO Indio, Calif. He joined KXO in 1949.

STOKELY SIGNS ABC

Trys Radio in Lieu of TV

STOKELY VAN CAMP Inc., Indianapolis (canned foods) will use radio for the first time when it sponsors John Conte, 9:55-10 a.m. on ABC Radio, effective Dec. 31. In addition, firm will sponsor the Friday 2:15-2:30 p.m. segment of the *Garry Moore Show* on CBS Television effective Jan. 4.

Stokely had been sponsoring John Conte for the past two years, three quarter-hours weekly on NBC-TV, but dropped the show in October.

Calkins, Holden, Carlock, McClinton & Smith, N. Y., is agency.

Buys NBC News Review

FOR second successive year, Travelers Insurance Co., Hartford, will sponsor a year-end review of news on NBC Radio, Sunday, Dec. 30, 5-6 p.m. Young & Rubicam, New York, is the agency.

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . . and don't come back until you give me the same P.I. deal you give those mail order people."

ARMY AD FUNDS

No Radio Money To Press

ARMY expenditures for advertising have been cut to shreds under rulings by the Dept. of Defense, based on Congressional action last October, but none of the money taken away from radio will go into printed media.

This policy was given BROADCASTING • TELECASTING last week by an official Army source familiar with the confused advertising situation.

Already defense officials are laying plans for the 1953 military appropriation. They intend to ask Congress to appropriate adequate funds for radio, TV and other advertising and to rescind the recent anti-advertising policy which wrecked the plans for heavy media expenditures [B•T, Oct. 22].

Even before that, they will ask for removal of the advertising ban, a last-minute monstrosity that crept into the Military Appropriations Act following suggestion of Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the military appropriations subcommittee. The policy became snarled in the pre-adjournment crush.

Mrs. Anna Rosenberg, Assistant Secretary of Defense, is understood to be in favor of sponsored radio for recruitment purposes but is forced to operate under legal interpretations of what is construed as intent of Congress.

With a fund of something above $700,000 currently available for recruitment activities, originally bracketed for expenditure through Grant Adv., recruitment officials have been given permission to use funds without working through the agency in cases where advertising is not to be used because of the Congressional ban.

About $70,000 of the fund, roughly 10%, had originally been assigned for purchase of radio time, with $57,000 going to other advertising media.

Now the recruitment officials will use a small sum for a minor nationwide radio spot campaign and spend a little more for TV production and sponsored clips.

Much of the $700,000 will be used for posters through the Governor's Island recruitment publicity bureau, including personnel costs for the next three months.

The radio plans had included such programs as Frankie Laine and Bill Stern, but these drew some Congressional protest. In reply the Army had explained it wasn't trying to recruit Senators but was looking for young people through broadcasts that would reach them on a nationwide basis. The programs had to be cancelled suddenly after Congress laid down its ban.

Only advertising media now used are nurses magazines and books. Even women's magazines are barred though the Army feels they offer an attractive medium in the search for nurses.

ANAHIST PLANS

To Use National Spots

ANAHIST Co., New York, is preparing to market nationally its new anti-cold tablet, Hist-O-Plus, using national spot radio and local newspapers, as the result of a successful sales record compiled by the product in two major test markets.

J. S. Hewitt, executive vice president of Anahist, said Hist-O-Plus captured 20% of the anti-histamine-based cold preparation market in Western New York and the New England areas.

The new spot radio campaign is expected to start Jan. 1 through the firm's advertising agency, Ted Bates & Co., New York.

SWEENEY NAMED

Elected V. P. of BAB

ELECTION of Kevin B. Sweeney as vice president in charge of promotion and sales for BAB was announced last Wednesday by President William B. Ryan.

Mr. Sweeney

His election came little over a month after he joined BAB as director of national promotion [B•T, Oct. 29]. He has since been assigned the duties of director of promotion and sales, the post he held immediately prior to election as a vice president.

In the vice presidency, reporting directly to Mr. Ryan, he will supervise the activities of five major promotion divisions—local promotion, national promotion, sales, research, and production.

"There has long been a definite need and desire for the creation of this position within the organizational framework of the BAB," Mr. Ryan said, "but it has been held in abeyance until such time as most of the major personnel steps had been accomplished. That time has arrived and in Kevin Sweeney we have a man ideally suited for the post. During the short time he has been with us he has already formulated and put into action a 17-project plan designed to promote full and continued use of radio advertising by national and regional and chain store advertisers."

Details This Week

Details of the "17-project" plan to which Mr. Ryan referred have not been revealed, but are expected to be released this week.

Mr. Sweeney entered radio in 1938 via the CBS Pacific Coast sales promotion department. He was named sales promotion manager and assistant to the Western Division vice president of ABC in 1942 and then, after two years' wartime service, was manager of Housewives Protective League programs until 1948, when he joined KFI Los Angeles. He was general sales manager of KFI and KFI-TV for three years, and then moved to Don Lee Television a few months ago as sales manager, the post he left to join BAB.

Pan American Names

PAN AMERICAN Coffee Bureau, New York, has appointed two advertising agencies to handle its advertising and promotion effective April 1. Cunningham & Walsh, N. Y., has been named to handle the radio and television account [CLOSED CIRCUIT, Nov. 26] and Robert W. Orr and Assoc. will handle printed media advertising.

BASEBALL

Radio, TV Headache Growing

BIG LEAGUE baseball, with the minor leagues calling the signals, threatened last week to catch some broadcasters hugging, if not holding, the bag.

Warm-up for what might become a contest between the radio-TV industry on the one hand and baseball on the other began in Columbus, Ohio, where George M. Trautman, head of the minor leagues, took a heavy swing at major league radio and television coverage which, he asserted, was hurting minor league attendance.

Although this argument had been made periodically in the past by Mr. Trautman, it was a coincident action in New York that made headlines. In sequence:

● The New York Yankees announced a reduction in the broadcasting of their games. Specifically, the world champions barred national network broadcasts of their games, such as the *Game of the Day* series which has been carried by MBS and a similar series by LBS.

● Gordon McLendon, president of Liberty, noted it appeared that "the altruism of the Yankees is somewhat short-sighted" and he cited the LBS contract with the Chicago White Sox to broadcast their games for three years.

● Frank White, president of Mutual, commented that his network's baseball broadcasts "helped rather than hindered baseball in the past," and added that he hoped the Yankees would reconsider "their attitude as reflected by the stories in the newspapers."

But in St. Louis, before Mr. Trautman took his cut at radio, the Browns signed for broadcasts of all its games, both home and away, on KXOK St. Louis. Falstaff Brewing Corp. is the sponsor (see story, page 70).

Yankee Announcement

The Yankees, after a high-level conference between President Dan Topping and General Manager George Weiss, announced:

"Home games will be telecast over one station, WPIX, in New York. Road and home games will be broadcast over WINS.

"Road and home games and home day games (only) will be broadcast over the stations of a limited New York network restricted to the Yankees' promotional territory (part of Pennsylvania, Connecticut and New York). And an attempt will be made to cut this network into a smaller area than it covered in 1951.

"The Yankees will not license the broadcasting of its Stadium games on any national network on a game-of-the-day basis or any other basis."

Last year the top American League club in the standings licensed the broadcasts.

The Yankees' policy statement also asserted the club "would like to congratulate George M. Trautman for his authoritative, clear-cut and courageous presentation of the radio and television problem as it pertains to minor league baseball.

"The picture presented by him in his president's report to the association coincides with the findings of the Yankees in their private surveys of the situation. In his conclusions, Mr. Trautman correctly states this is a matter for decision by individual major league clubs."

Wholesale Invasion

Mr. Trautman had said in his report, delivered in Columbus to the Minor League Assn. convention, that the minors can't "long withstand this wholesale invasion from the outside. Loss of patronage to the minors means financial failure and many leagues and clubs have already ceased to exist because of this radio umbrella."

Of television, he said, its impact upon "professional baseball and other sports has already generated a chilling fear in the hearts of most club officials." Then, Mr. Trautman threw his Sunday punch by asserting that the majors were cutting their own throats by not restricting their radio-TV.

He explained, with an implication that he has had Justice Dept. heads wagging on baseball's legal rights, that:

"Nobody has suggested to me that any major league club, acting solely on its own, could be charged with an evil motive in deciding to place reasonable restraints upon the broadcasting of its own games. The solution is squarely in the hands of the individual club, major and minor."

Mr. Trautman also:

● Blamed major leagues' broadcasts "which saturate the nation" for pushing down minor league attendance in 1951 which totaled 27,500,000 as compared to 43,700,000 in 1949.

● Asserted minor league broadcasts have become a "drug on the market." Local stations have "traded local enthusiasm for dramatic voice or an action picture from some distant place."

● Presented figures showing 59 leagues with 444 clubs in 1949 but only 49 leagues with 356 clubs in 1951.

Baseball restrictive practices suffered a set-back last October when the major league teams decided to drop their "territorial" rules which cramped radio-TV rights [B•T, Oct. 15]. This action was taken without consultation with minor league clubs. At the same time, such organizations as Radio-Television Mfrs. Assn. and NARTB had been pledging future cooperation with both majors and minors in promoting the national sport.

What the change in baseball rules meant was that broadcasters desiring to broadcast games had to dicker with the home team in each case instead of with the respective leagues. This loosening of the rules was set off by Justice Dept. pressure.

Only last week, BROADCASTING • TELECASTING reported the results of the third annual TV baseball survey conducted by Jerry Jordan which showed nine major league baseball clubs that telecast all home games or all day games in 1951 coming up with increased paid admissions. Also reported were losses for seven clubs which reduced, restricted or allowed no television.

Mr. White's statement noted that Mutual had not received a formal response from the Yankees in reply to MBS' proposal for 1952 *Game of the Day* series sent to the New York club as well as to other major league teams. But since Mutual feels that the series has helped baseball and that it can be an asset during the coming season, "we feel that many of the major league clubs will accept the proposal . . . and hope that the Yan-

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NEWS CONTROL

Radio, TV Win Praise

OFFICIAL recognition of radio-TV insistence on control of material in newscasts was given Wednesday in San Diego by Rep. Olin Teague (D-Tex.), chairman of the House Select Committee investigating G. I. loan irregularities.

Rep. Teague publicly lauded radio and television in general for their "honest-to-God job of good reporting."

The tribute was made following testimony by Capt. John A. Kennedy, chairman of the board of directors of KFMB-AM-TV San Diego. Capt. Kennedy had been called by the committee to tell about his refusal to let a five-minute newscast go on KFMB-TV Monday evening without naming officials of the sponsoring San Diego Savings & Loan Assn., under questioning at the time by the committee.

Capt. Kennedy

Prior to the Monday newscast Capt. Kennedy asked the announcer if his report on the investigation contained names of officials of the sponsoring loan company and their proper identification with the firm. The announcer, Rex May, said he had been directed by the sponsor not to mention the names. Mr. May is an employe of the loan firm and is not employed by KFMB-TV.

Capt. Kennedy promptly ordered cancellation of the program. Talking later with the loan association's president, who had been subpoenaed in the investigation, Capt. Kennedy explained the news had to be given without bias and without suppressing any facts. The president ordered cancellation but decided to return to the air the following night with the understanding the station would have complete control over news content.

Agency handling the account for San Diego Federal is Barnes Chase Co., San Diego.

The House committee invited Capt. Kennedy to testify or else be subpoenaed later for a hearing in Washington. On the committee with Chairman Teague are Rep. Earl Chudoff (D-Pa.) and Rep. Hubert Scudder (R-Calif.).

Capt. Kennedy said he saw "nothing unusual" in the insistence of KFMB-TV on control of news content. He told BROADCASTING • TELECASTING:

Management's responsibility for what goes out on the air either on a television or radio station is implicit and absolute. Technically, of course, there's no way to pre-edit live network programs. Management can only see to it that all are viewed and heard by experienced employes and that valid criticism be passed along promptly to the offending network.

There are other technical problems of responsibility in the case of live on-the-spot coverage of public affairs and sports events. There's no way to predetermine the behavior or language of individuals. All that can be done is to adopt such safeguards as may be available.

But responsibility for studio programs and especially news programs cannot and should not be avoided under any circumstances.

Suppression of news by a sponsor or by an advertising agency is as evil as counterfeiting of news or "angling" of it. Within the necessary time limitations, news should be presented fully.

In this case we felt that elimination of the sponsor's name from a news story would constitute distortion. Editorially and in an entirely different connection our radio station had said just two or three days before, "Good identification is good journalism."

We sincerely believe in that precept and gladly assume it as an obligation. We'll go further and say that a sponsor, in the long run, betters his public relations by having his name mentioned in a program even when the mention may not at the time appear favorable.

Capt. Kennedy further stated:

At any rate, we are happy that the issue has arisen, perhaps for the first time in television. It should also be the last time. The television broadcaster must have full editorial control of the news that goes out on his assigned channel and in my judgment his acceptance of that responsibility is both a duty and a privilege.

NBC 5th Annual Convention

AFFILIATE and network executives found time for play as well as work at Boca Raton as these typical candid photos prove. (Also see story, page 79)

TOP LEFT: (l to r) Charles R. Denny, executive v. p., NBC; Aldo De Dominicis, WNHC New Haven; Walker Long, WSAZ Huntington, W. Va.; Walter Damm, WTMJ Milwaukee; L. H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.

TOP CENTER: Mr. and Mrs. Joseph H. McConnell in a relaxed moment.

TOP RIGHT: Syd Eiges, v. p., NBC; Mrs. Eiges; Niles Trammell, chairman of board, NBC; Don DeGroot, WWJ Detroit; Mrs. W. C. Swartley, WBZ Boston.

Mr. and Mrs. John Murphy, Crosley TV Cincinnati. ◄

Mr. and Mrs. George Burbach, KSD St. Louis ►

John McCormick, WTAM Cleveland; Gen. Lyman Munson, vice president, NBC; Sid Desfor, NBC photographer, who took pictures on this page with exception of this one. ►

◄ *Martin Campbell, WFAA Dallas; Charles (Bud) Barry, v. p., NBC; David Adams, assistant to executive v. p., NBC.*

Paul Hancock, NBC; Irving Waugh, WSM Nashville; Mrs. Hancock; Dale Taylor, WENY Elmira, N. Y.; Walter Krebs, WJAC Johnstown, Pa.; Mrs. Alvin D. Schrott, WJAC-TV Johnstown; Mr. Schrott; Mrs. Walter Krebs.

James V. McConnell, NBC; Ray Welpott, WGY Schenectady; R. B. Hanna, WGY Schenectady; Jake Evans, NBC; B. J. Rowan, WGY Schenectady.

P&G TOPS NETWORK GROSS

$1.3 Million in Sept.

PROCTER & GAMBLE Co. again in September was the largest user of network radio, with gross time purchases on the national radio networks of $1,300,449, more than twice the sum spent by the second ranking network client, Miles Labs (see Table I). Compiled from the records of individual sponsored program time costs, the data is published by Publishers Information Bureau.

September's top 10 radio network advertisers included three food companies, three drug concerns, two soap manufacturers, one cigarette company and one toiletry producer, coinciding exactly with time purchase rankings of the five leading classes of advertisers during September (Table III).

Four Move Up

Four of the 10 leaders in September were not on the comparable August list [B•T, Oct. 29]—Campbell Soup Co., General Foods Corp., American Tobacco Co. and Gillette Safety Razor Co. going in to replace Liggett & Myers Tobacco Co., William Wrigley Jr. Co., Schenley Industries and Philip Morris Ltd. Leader in each product class of network business is listed in Table II.

Comparison of September 1951 with the same month of 1950, and the similar comparison of the January-September network time sales of this year and last, listed in Table III, shows an overall decline over the 12-month period. Explanation in part is the 10% reductions in gross rates instituted July 1 by CBS and NBC (ABC and MBS achieved the same result by increasing discounts without altering their basic rates, these changes not being reflected in the PIB figures which are based on one-time network rates).

* * *

Table I

TOP TEN RADIO NETWORK ADVERTISERS FOR SEPTEMBER 1951

1.	Procter & Gamble Co.	$1,300,449
2.	Miles Labs	538,246
3.	General Mills	437,377
4.	Lever Brothers Co.	436,872
5.	American Home Products	406,847
6.	Campbell Soup Co.	397,303
7.	General Foods Corp.	394,457
8.	Sterling Drug	331,289
9.	American Tobacco Co.	326,249
10.	Gillette Safety Razor Co.	280,209

* * *

Table II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR SEPTEMBER 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 38,036
Apparel, Footwear & Access.	Brown Shoe Co.	17,557
Automotive, Auto. Access. & Equip.	Electric Auto-Lite Co.	69,880
Beer & Wine	Schenley Industries	96,437
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	98,012
Confectionery & Soft Drinks	William Wrigley Jr. Co.	152,145
Consumer Services	Electric Companies Adv. Program	79,615
Drugs & Remedies	Miles Labs	538,246
Entertainment & Amusements	Shipstad & Johnson	5,723
Foods & Food Products	General Mills	437,377
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	93,177
Horticulture	Jackson & Perkins Co.	1,500
Household Equip.	Philco Corp.	121,817
Household Furnishings	Armstrong Cork Co.	41,420
Industrial Materials	U. S. Steel Corp.	120,600
Insurance	Prudential Insurance Co. of America	102,049
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	98,027
Office Equip., Stationery & Writing Supplies	Hall Brothers	64,608
Publishing & Media	Book Associates	30,530
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	227,610
Retail Stores & Direct by Mail	Dr. Hiss Shoes Inc.	1,185
Smoking Materials	American Tobacco Co.	326,249
Soaps, Cleansers & Polishes	Procter & Gamble Co.	859,817
Toiletries & Toilet Goods	Procter & Gamble Co.	340,331
Transportation, Hotels & Resorts	Assn. of American Railroads	60,894
Miscellaneous	American Federation of Labor	90,454

* * *

Table III

GROSS RADIO NETWORK TIME SALES FOR SEPT. AND JAN.-SEPT., 1951 COMPARED TO 1950

Product Group	Sept. 1951	Jan.-Sept. 1951	Sept. 1950	Jan.-Sept. 1950
Agriculture & Farming	$ 68,420	$ 485,135	$ 97,159	$ 782,425
Apparel, Footwear & Access.	17,557	519,588	164,747	981,653
Automotive, Auto. Equip. & Access.	299,004	3,113,596	325,003	3,916,558
Beer & Wine	130,486	2,636,355	179,915	1,909,464
Bldg. Materials, Equip. & Fixtures	109,352	1,053,510	100,137	993,920
Confectionery & Soft Drinks	322,640	4,618,585	310,950	4,940,021
Consumer Services	160,886	2,072,698	188,434	1,390,068
Drugs & Remedies	1,331,130	16,777,832	1,863,209	18,145,038
Entertainment & Amusements	5,723	5,723	5,619	5,619
Foods & Food Products	2,930,006	31,876,460	3,531,794	33,168,753
Gasoline, Lubricants & Other Fuels	401,878	4,305,544	469,255	3,895,407
Horticulture	1,500	87,894	——	105,696
Household Equip.	242,299	2,111,100	246,956	2,459,985
Household Furns.	81,285	720,659	48,191	375,435
Industrial Materials	190,784	1,512,697	172,662	1,555,344
Insurance	263,406	2,387,678	236,304	2,154,701
Jewelry, Optical Goods & Cameras	109,947	873,341	75,022	1,035,730
Office Equip., Writing Supplies & Stationery	64,608	453,900	87,579	1,051,597
Political	——	——	2,198	26,606
Publishing & Media	46,766	268,707	16,134	610,737
Radios, TV Sets, Phonographs, Musical Instruments & Access.	293,990	2,143,839	65,627	679,430
Retail Stores & Direct by Mail	1,185	28,286	1,350	27,928
Smoking Materials	1,269,225	15,120,444	1,539,752	17,057,568
Soaps, Cleansers & Polishes	1,274,944	13,340,141	1,663,922	15,205,700
Sporting Goods, Toys	——	——	——	29,614
Toiletries & Toilet Goods	1,753,644	19,700,414	2,016,358	18,730,623
Transportation Travel & Resorts	88,758	913,724	66,228	652,011
Miscellaneous	401,223	3,776,816	366,876	3,834,654
Total	$11,860,646	$130,904,666	$13,931,561	$135,722,285

Source: Publishers Information Bureau

PACKAGE FIRM

CBS Radio Acquires Stock

CBS Radio Network's purchase of all stock owned by James Sauter in Air Features, independent producer of program packages, was announced Wednesday.

Network acquired first option on all Air Features shows—most produced by Frank and Anne Hummert, who currently have 12 programs on the air—although shows now owned by other networks will remain where they are. Air Features can be used by CBS Radio, however, for sale of its own packages—even to rival networks.

Mr. Sauter resigned presidency of the company immediately and announced that he will start his own packaging agency, specializing public service features, after the first of the year. Meanwhile, as president of USO Camp Shows, he leaves for the West Coast to supervise production of four units for Christmas tours.

New owners, besides CBS Radio, are understood to include Maurice Seopp, who succeeds Mr. Sauter as head of Air Features, and the Hummerts, who will continue their association with the business. Amount of stock owned by Mr. Sauter and price paid for it was not revealed.

BAB MEMBERS

Invited to NARTB '52 Meets

MEMBERS of Broadcast Advertising Bureau, which will be completely divorced from NARTB next April 1, will be invited to take part in the NARTB annual convention in Chicago next April, under a decision of the NARTB Radio Board taken at its Wednesday-Thursday meeting in Washington. (See TV Board story page 23.)

NARTB and BAB will be in active competition for members in April. BAB solicited membership pledges during NARTB's annual district meeting series which ended in mid-November.

At present, NARTB members who joined before last summer are receiving BAB service through 30% of their NARTB membership dues, though they can take a rebate and stay outside BAB if they wish.

Non-NARTB members pay BAB half the highest hourly rate per month to belong to the sales promotion association.

Motion to invite BAB to take part both in the annual convention and the 1952 district meetings was offered by A. D. Willard Jr., WGAC Augusta, Ga., director-at-large for medium stations.

The district meeting series will get under way next Aug. 18, running in three brackets through Oct. 21. Meetings will start in District 7 (Ky., Ohio) and conclude in District 1 (New England)., Order of district meetings follows: Districts 7, 8, 11, 17, 15, 16, 14, 12, 13, 10, 9, 4, 5, 6, 3, 2, 1.

Second Day Agenda

During the 1951 district meetings BAB President William B. Ryan took over the afternoon of the second day's agenda for sales promotion and advertising clinics, aided by members of his staff.

At its two-day separate session NARTB's Radio Board covered a wide range of association problems. It heard a report by Merrill Lindsay, WSOY Decatur, Ill., chairman of the committee handling sports activities for the board. Decision was reached to send an observer to major and minor league baseball meetings. Directors discussed the new policy of the New York Yankees restricting radio coverage to its own area and banning nationwide coverage of its games.

The Radio Board voted to set up a copyright committee representative of the entire industry to keep in touch with activities in the music licensing field. The action was referred to the full board for Friday consideration. The full board, comprising the combined Radio and TV directors, assembled after the separate groups had met for two days.

Copyright action originated in the Legal & Legislative Advisory Committee, headed by Robert T. Mason, WMRN Marion, Ohio.

The Radio Board reviewed a se-

(Continued on page 36)

OVER-SCALE TALENT

SSB Charts Plan

A COURSE whereby the radio-television industry would be permitted to self-administer government regulations covering over-scale performer salaries was charted by a Salary Stabilization Board official last week.

The self-administering procedure was offered as an alternative to adoption of a voluntary code by radio, TV, motion picture and stage fields.

The plan was presented in a talk before the National Assn. of Manufacturers by V. Henry Rothschild, SSB chief counsel and board member. It was a harbinger of action to be taken by the board itself after consideration of recommendations prepared by a special entertainment salary panel [B•T, Dec. 3, Oct. 29]. Mr. Rothschild addressed NAM's annual Conference of American Industry at the Waldorf-Astoria Hotel in New York last Thursday.

Anticipating that an announcement about over-scale salaries would be made soon, Mr. Rothschild said that "any policy adopted would probably take the form of a regulation issued by the board subject to compliance and enforcement procedures applicable to salary stabilization regulations generally."

Board Regulations

Recommendations will be asked of members in these entertainment industries but, if adopted, "will represent regulations issued by the board rather than a purely voluntary code," the SSB board member explained. Policing by self-administration conforms substantially to board practice, it was noted.

Mr. Rothschild specifically denied that a ruling, similar to the NRA voluntary code for motion pictures and other industries, would be effected. It also is recalled that radio, newspapers and other media operated under a voluntary code during World War II.

Essentially, there's a practical difference: a voluntary code would be drawn by industry and abided at the request of the agency; self-administered directives imply promulgation of rules by SSB, with provision for enforcement by 14 SSB regional offices. There is hope that the latter method would reduce the bulk of cases which come before the board itself.

Policy for professional sports also will be set under any regulations evolved by SSB. Mr. Rothschild thought it possible that one regulation would govern both fields.

SSB now has before it the report compiled by entertainment salary panel and another group which looked into the sports field. Release is expected shortly, perhaps this week. It is believed, however, that SSB would not act in the immediate future. The board comprises industry members and functions on a part-time basis, meeting only weekly under the chairmanship of Justin Miller, NARTB board chairman and general counsel.

There was speculation that each industry—radio, TV, etc.—would set up a coordinating committee through which the problems peculiar to each field would be channeled. There was no indication late Thursday, however, what action would be taken in the broadcast industry.

The regulations are expected to provide a flexible formula taking cognizance of different criteria within each entertainment category. The panel report touches on

(Continued on page 113)

DURING coast-to-coast ABC broadcast, Variety Club of Houston pays homage to Frankie Laine (r) for previous personal appearances for Variety Boys' Club. Bill Williams (l), presents solid gold medallion to the singer. Fred Nahas (c), vice president-general manager of KXYZ Houston, beams approval.

NAM CONGRESS

Radio, TV Speakers Heard

SIX representatives of radio and television spoke at the 56th annual Congress of American Industry, held by National Assn. of Manufacturers at the Waldorf-Astoria in New York Wednesday, Thursday and Friday last week.

Setting the theme of the sessions, "The Course of Human Events," Kevin Kennedy, WPIX-TV New York commentator, and Bob Wilson of NBC-TV narrated films which showed the industrial organization which lies behind national activity, as represented by the Korean warfront. Their feature opened Congress meetings.

Thursday morning, George Hicks, NBC commentator, narrated another feature, a panel of four investors, to answer "Who Are the Capitalists?"

Ted Malone, roving reporter for ABC, conducted an audience question period the same morning, following a demonstration on "Your Money is What You Make It" given at the women's session by William Reed of NAM Public Relations Div.

College Forum Group

CBS Radio Network was represented by Commentator Dwight Cooke, who moderated a forum Friday morning of 49 college students and 12 industrial apprentices as they quizzed industrialists on earlier meetings, as well as sessions of the first International Conference of Manufacturers held by NAM in New York earlier in the week.

Final representative of the broadcasting world to speak at the congress was Robert Montgomery, NBC-TV producer-director and radio commentator. Mr. Montgomery was a featured speaker at the annual dinner Friday night.

Most radio networks taped segments of the Congress for broadcast throughout the week, and all meetings were recorded for international transmission via Voice of America.

RADIO COMPARED

With Rival Media by Hooper

RADIO, which has "spoiled" the advertiser by being "too productive of results for too little investment," today "may look streamlined in spots compared with its own lush past, but radio's comparisons should be with its competition, not with its past," C. E. Hooper said Thursday in a talk on "The Case For Radio" before the Radio Executives Club of New York.

Noting that "the radio competition involving most of you is national, which means magazines," the veteran audience measurement researcher declared that "to make the sale, radio needs direct comparative, competitive information." Mr. Hooper said his organization's newly developed Media-Meter, using the familiar concidental telephone interview technique long used in radio audience measurements, now measures the amount of time the members of the typical American family devotes each day to reading newspapers and magazines, viewing television and listening to the radios.

A recent Media-Meter survey in Philadelphia, a top TV city, in July ("one of the two lowest-listening months of the year") revealed minutes of use of radio topping minutes of use of magazines by better than five to one, Mr. Hooper stated.

"The total minutes of listening per home per week averaged 15 hours, 40 minutes and 54 seconds per family," he reported. "The total minutes of magazine reading per home averaged 2 hours, 59 minutes and 10 seconds.

"Each of two Philadelphia stations got more consumer time than all magazines put together. One station got five times the consumer time of the two leading magazines put together."

Citing a magazine advertising bureau report that magazines in October had the largest month in their history, with billings for all general and farm magazines totaling $56,600,000, Mr. Hooper declared:

"That is happening while consumer radio time is dominating magazine time five to one in America's top television city. In the face of this, magazines raise rates, while in places radio is reducing its rates in spite of its five to one advantage."

No 'Fleeting' Exposure

Furthermore, he stated, the "exposure" to broadcasting advertising is not fleeting; a 15 minute program holds its listeners or lookers isolated as a "captivated audience" for 15 minutes. Noting that only the shortest spot announcement approximates the "fleeting advertisement exposure typical of printed media," he pointed out that "no broadcaster has ever been guilty of double spotting in a manner that approaches the competitive advertising typically crowded upon the consumer by printed media."

"It takes time to do work on the consumer's mind," Mr. Hooper asserted. "Broadcasting advertising, alone among the media, is designed to supply, yes control, that essential ingredient, commercial exposure time.

"A potential broadcast advertiser should be told, and sold, again and again, that with radio and television he obtains that precious ingredient: The voluntarily isolated, captivated consumer—his to impress for the period of his sponsorship, his to 'sell' in a manner no other medium can duplicate.

"The adequate merchandising of this one idea alone could turn the tide for radio," Mr. Hooper declared. Noting that between 1929 and 1950, "while broadcasting was growing up," the percent of the national income spent for advertising fell from 4% to 2.3%, he attributed "much of this reduction to broadcasting's selling efficiency."

Turning to outdoor radio advertising and to the new Hooper method of measuring listening in automobiles which since the war are 75% radio equipped, Mr. Hooper reported that an outdoor radio survey made in Salt Lake City found daytime use of sets in cars averaging 24.2% and during one period hitting 30.9%, figures never duplicated in daytime home listening.

He noted that the outdoor radio audience can be reached without any special appropriation as the "home audience appropriation buys

(Continued on page 72)

HOLIDAY P.I.s

New York BBB Issues Warning

EXECUTIVE heads of all radio and TV stations in metropolitan New York received letters last week from Hugh R. Jackson, president of the local Better Business Bureau, urging avoidance of misleading advertising for pre-Christmas direct mail offerings.

Observing that the volume of consumer complaints has increased in recent years, Mr. Jackson said the main fault lies in overselling, which may range anywhere from slightly ridiculous superlatives to actual misrepresentation. "Unless the product looks and 'works' and lasts the way he is led to believe it will, the consumer decides, as many complainants report to us, that he will 'never again buy anything advertised on radio or television,' " the BBB president wrote.

The fact that most Christmas offers are intended for use as gifts —particularly children's gifts—is an additional hazard, according to the letter. If the merchandise is not in adequate supply the would-be consumer finds that he must make last-minute revisions of his gift plans, and items not delivered by Christmas later lose their value and purpose. Offers that run too late in December may risk either or both these conditions, the bureau advised.

For the station to retain listener good will, the New York bureau recommends that the broadcaster assure himself of the reliability of the firm or agency responsible for the offer; that the actual item be examined in the light of claims made in the copy, and the copy be edited accordingly to insure accuracy and to avoid exaggeration; that the station require the distributing agency to provide ample evidence that all orders can be filled and completed in time for pre-Christmas delivery; that the closing date of the offer on the air be early enough to assure pre-Christmas delivery; that the station check whether arrangements have been made by agency or advertiser for handling any refunds that may be requested in accordance with terms of the offer.

Cites Many Examples

Complaint files at the Bureau, the letter said, contain numerous examples of Christmas offers that resulted in mass complaints:

Christmas tree decorations sometimes were described on the air as fabulous, glowing ornaments, when what the consumer actually received were thin cardboard cutouts, edged with a narrow strip of luminous substance. Certain sponsors of this offer were ultimately indicted on charges of mail fraud.

In another case, balloon "animals"— advertised as inflated rubber animals—were ordinary balloons, which the consumer was instructed to inflate and twist into animal shapes.

"Christmas stockings" and "treasure chests" were advertised for children as attractive packages containing 40-50 exciting toys, games and puzzles. What the parents received were "junk" items made of paper, cardboard and thin plastic, many of which were irreparably damaged in delivery.

"Calendar banks" were advertised as a wonderful device for keeping track of the date and savings at the same time. In actuality, they were round plastic boxes containing a spiral cardboard which turned up consecutive numbers when coins were inserted.

Pre-Holiday Rush

All over the nation the pre-holiday rush of P. I. and mail order projects continues.

A number of stations have protested an offer from S. P. Middleman Co., Beverly Hills, Calif., which explains that it is thinking of switching back to radio on behalf of Air Conditioning Training Co., Youngstown, Ohio, once an active radio account. In recent years the firm has spent most of its budget on direct mail but the postal increase is a barrier for such promotion.

The company will pay $4 for each qualified lead and believes that "by using all the extra time that you have you will be able to fare very well."

A holiday item is being promoted by John Harder Fenstermacher, Corry, Pa., customer and dealer relations consultant. The firm is promoting a $3.50 lacing shoe for the kiddies to learn the art of shoelacing.

Cowboy Suits Inc., enclosing reproductions of paid advertising in New York newspapers, has three kinds of deals: (1) per inquiry (40%); (2) guaranteed order basis ("we require 2 orders per $1 spent"); (3) time purchase availabilities. The offer concludes: "P. S. We are sure that you can earn the most revenue on a P. I. basis. The test runs were very successful and during the holiday season this will prove a sensational offer."

The Carson Agency, Chicago, wants stations to know that "doing business by mail today is as much a part of the American scene as apple pie." The account involved is Gardner Nursery Co., a perennial P. I. user now offering 35 cents of every dollar on inside plants.

King's Men Toiletries is offering gifts of its products to radio newsmen for use as awards in a suggested mail pull idea. Firm suggests newscasters select listeners' postcards at random, phone the writer and read a free plug on the air. The lucky listeners get free toiletries.

Writing the company, Jim Bormann, WCCO Minneapolis, president of the National Assn. of Radio News Directors, said he resented "the implication . . . inherent in your letter. And I predict that although some plug-happy announcers may be spineless enough to help you chisel radio advertising for next to nothing, the bona fide radio newsmen of America will give you the back of their hands. As an officer of the NARND, I can assure you that as a breed, newsmen resist any tampering with the content of their newscasts. Several have written me about this."

COOPER TO MPA?

May Take TV Post

EDWARD COOPER, regarded as Capitol Hill's most informed in communications' regulatory matters for many years, was slated last week for a key TV spot with the Motion Picture Assn.

This was the consensus in Washington, although a formal decision was not expected until this week.

Speculation had mounted that Mr. Cooper would join MPA when Eric Johnston reassumed leadership of the motion picture organization. Mr. Johnston resigned as Administrator of the Economic Stabilization Agency a fortnight ago to return to private life as MPA's president [B•T, Dec. 3].

Mr. Cooper

At the week's end, Mr. Cooper had not yet announced his resignation as executive assistant to Senate Majority Leader Ernest W. McFarland (D-Ariz.), a post that he has held for the past year [B•T, Jan. 22, also see OUR RESPECTS TO, Feb. 5]. When he became Sen. McFarland's top staff man, it was with the understanding that Mr. Cooper would serve only one year and be free to accept an industry offer by New Year's.

The exact designation of Mr. Cooper's post at MPA was not known but it was expected that he would be attached to the Television Committee. With Congress in recess, Mr. Cooper was in Indiana for a brief rest and is expected to return to his desk today.

Mr. Cooper was the Communications expert on the Senate Interstate & Foreign Commerce Committee staff for the past decade. He resigned that post Feb. 1 to join Sen. McFarland, who had become Majority Leader in the Senate. Mr. Cooper was succeeded by Nicholas Zapple on the commerce group.

The communications expert, who celebrated his 48th birthday last October, is known widely in broadcast circles. He was formally named communications specialist on the Senate Commerce Committee in 1948 although he had been the expert on communications regulation under three committee chairmen, beginning in 1938.

A Montana newspaperman, Mr. Cooper went to Washington in 1934 as reporter, writer and then managing editor of the *Intelligencer*. He joined the committee staff to head up a two-year investigation of domestic telegraph companies.

Grew With Field

Through the years, as the broadcast media grew, Mr. Cooper accumulated knowledge in the field. From 1942-45, he served in the Navy, coming out as a lieutenant commander. He served with the Director of Naval Communications.

During his tenure as communications specialist, Mr. Cooper was active in the efforts to change the Communications Act as contained in the original Wheeler-White bill in 1939, later known as the White bill, and still later revised as the so-called McFarland Bill (S 658).

In the early 40s, Mr. Cooper was considered by the FCC as an assistant secretary of the Commission.

RESEARCH GROUP

Names Geyer Head

B. B. GEYER, president of Geyer, Newell & Ganger, was elected chairman of the board of directors for the reconstituted Advertising Research Foundation at an organizational meeting of ARF subscribers Monday.

Participating subscribers — 89 representatives of advertisers, agencies and media—unanimously agreed to make the board of directors tri-partite, providing for six directors each to represent agencies, advertisers and media for one year terms.

The following were elected to the board:

Mr. Geyer; Marion Harper Jr., president of McCann-Erickson; Frederic R. Gamble, president of American Assn. of Advertising Agencies; F. B. Manchee, Executive vice president, Batten, Barton, Durstine & Osborn; Fergus Mead, vice president of the Buchen Co.—all representing agencies.

John F. Apsey Jr., advertising manager of Black & Decker Mfg. Co.; Lowry H. Crites, advertising comptroller, General Mills; W. B. Potter, director of advertising operations, Eastman Kodak Co.; D. P. Smelser, manager of market research department, Procter & Gamble, and Paul B. West, Assn. of National Advertisers president—all representing advertisers.

Paul Montgomery, vice president McGraw-Hill Pub. Co., and John C. Sterling, publisher of "This Week" Magazine—representing media.

Some board vacancies were maintained in order to fill them, by mail ballot, when more subscriptions to ARF are received. There are: One vacancy each for agencies and advertisers, four for media. Though membership is open to the broadcast media, the new membership list included none in this category as yet.

The reconstituted ARF seeks three things, Mr. Geyer explained: Accuracy in presentation of research findings, greater acceptance of those findings within the advertising field and a program that will continue contributions to the effective use of advertising.

MBS PROMOTION

Centers On MGM Shows

MUTUAL opened up an extensive promotion campaign last week for its expanded and realigned 1952 nighttime program schedule centered around the six hours of "Star Entertainment" to be supplied each week by Metro-Goldwyn-Mayer studios [B•T, Nov. 12].

The campaign was launched via distribution—to advertisers, agencies and radio editors—of boxes of gingerbread men in the shape of Mutual's "Mr. Plus" trademarks and MGM's "Leo the Lion," along with details of the Mutual-MGM program tie-up. The pact will add an hour of programs featuring Hollywood stars to Mutual's programming each night Monday through Saturday, starting Dec. 31.

The campaign will continue with national magazine advertising, extensive promotional activities by Mutual stations, and "continuous broadcast of reminder announcements, from breakfast to bedtime, over Mutual's full network of 552 stations," according to Dick Dorrance, director of public relations and press information.

More than 100 Hollywood performers are slated to be heard over Mutual under the MGM agreement. Bette Davis will initiate the "Star Entertainment" at 8 p.m. on New Year's Eve with the first program in her first regular radio series.

Coinciding with the launching of the MGM programming, Mutual will realign other shows to offer what it terms "a solid block of the finest possible entertainment from 7:30-10 p.m. EST, Monday through Saturday."

Opening the block Monday through Friday will be Gabriel Heatter newscasts (7:30-7:45 p.m.), *Mutual Newsreel* (7:45-7:55 p.m.), and Robert Hurleigh newscasts (7:55-8 p.m.). The MGM productions will come 8-9 p.m., as follows:

Bette Davis Show

Monday, *Woman of the Year* with Bette Davis, 8-8:30 p.m., and *Crime Does Not Pay*, 8:30-9 p.m.; Tuesday, *The Black Museum*, with Orson Welles, 8-8:30 p.m., and *Story of Dr. Kildare* with Lionel Barrymore and Lew Ayres, 8:30-9 p.m.; Wednesday, *MGM Musical Comedy Theatre of the Air*, 8-9 p.m.; Thursday, *Modern Adventures of Casanova* with Errol Flynn, 8-8:30 p.m., and *The Hardy Family* with Mickey Rooney and Lewis Stone, 8:30-9 p.m.; Friday, *Adventures of Maisie* with Ann Sothern, 8-8:30 p.m., and *Gracie Fields Show*, 8:30-9 p.m.

The 7:30-10 p.m. block will be rounded out, Monday through Friday, with Bill Henry newscasts from 9-9:05 each evening, plus the following: Monday, *Crime Fighters*, 9:05-9:30 p.m., and *War Front-Home Front*, 9:30-10 p.m.; Tuesday, *Official Detective* and *Mysterious Traveler*; Wednesday, *Hidden Truth* and *Family Theatre;* Thursday, *Rod and Gun Club* and *Reporters Roundup;* Friday, *Magazine Theatre* and *Armed Forces Review.*

On Saturday the MGM show will be *MGM Theatre of the Air*, 8:30-9:30 p.m. It will be preceded, in the new lineup, by *Comedy of Errors*, 7:30-7:55 p.m.; Cecil Brown, 7:55-8 p.m., and *Twenty Questions*, 8-8:30 p.m., and will be followed by *Lombardoland USA*, 9:30-10 p.m.

Three of the six weekly MGM hours are available for local sale 8:30-9 p.m. Monday, Tuesday, Thursday, Friday and Saturday night hour. The others are being offered to national advertisers on Mutual's "Multi-Message Plan" of sponsorship, similar to NBC's "Tandem" plan and ABC's "Pyramid."

Robert A. Schmid, New York, MBS vice president in charge of advertising, publicity, research and planning, samples a gingerbread man.

AD CLEANUP

Self Policing Needed, Says AFA's Borton

INCREASING TIDE of legislation against advertising can be halted only through more self-policing within the field and by helping lawmakers to understand the industry better, Elon G. Borton, president of the Advertising Federation of America, told the Advertising Club of Denver Thursday.

The first thing advertisers must do, Mr. Borton said in a luncheon address, is to police their field more effectively and clean out the small percentage of advertising which oversteps the bounds of truth or good taste. Transgressors of these principles, he observed, justifiably irritate influential groups and give those who would hamper advertising a ready-made excuse for their activities.

Mr. Borton

The second need is for advertising people to contact their legislators and inform them of advertising's role in our economy. The best time for this, he suggested, is before a law comes up, and the best people to do it are local advertising groups, since they contain the voters to whom every legislator listens. The lawmaker, often uninformed, has no time to investigate when plausible restrictions—such as threatening taxes—are proposed, he said, and giving them information will do them a service as well as protect the industry.

Mr. Borton gave numerous illustrations of the flood of restrictions coming from three sources—laws by national, state, and local bodies; regulations established by boards and commissions, and interpretations of legislation or precedent cases by court judges.

DALLAS ADMEN

Attack Lucky Campaign

RESOLUTION adopted by the Dallas Advertising League at its membership luncheon Nov. 30 in the Hotel Adolphus condemned advertising which "imputes dishonesty to all advertising or, by innuendo or otherwise, disparages the integrity of the advertising messages of American business."

Cited by the league was the current "'Now! Facts! Not Claims!'" campaign of Lucky Strike cigarettes, which the resolution asserted "leaves the public the implication that all other advertising constitutes mere 'claims' rather than 'facts' and thereby clouds general credence in advertising. . ."

Resolution called upon the league to request the American Tobacco Co., makers of Lucky Strikes, to discontinue its campaign "since in the long run to the extent Lucky Strike discredits advertising generally in the public mind will it weaken the power of its future advertising campaigns on which the company is spending and will spend millions of dollars."

J. M. PATT ELECTED

President of WALL

JAMES M. PATT has been elected president of WALL Middletown, N. Y., succeeding John Morgan Davis, who has resigned to be Judge of the Court of Common Pleas No. 4 in Philadelphia. Mr. Davis, who was elected to the bench last month [B•T, Nov. 19], will assume his new office Jan. 7, 1952.

Mr. Patt, who was vice president and general manager of WALL, will continue as general manager. He is one of the four Patt brothers, all of whom are in broadcasting [B•T, Nov. 20, 1950].

WALL, on 1340 kc with 250 w, is jointly owned by Mr. Davis and Roger W. Clipp, general manager of WFIL Philadelphia.

Le Blanc Co. Case

JURISDICTION of U. S. Court, Southern New York District, to rule in reorganization of the Le Blanc Corps. of Louisiana and Maryland, manufacturer of Hadacol, remains questioned until lawyers file briefs and present oral arguments, Friday, Dec. 14. Presiding Judge William Bondy set the argument date last Wednesday, after brief hearing in New York's Federal Courthouse.

upcoming

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 6, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

Dec. 20-22, 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

1952

Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

Feb. 25: FCC-Theatre Television hearing, Washington.

Mar. 3-6: Institute of Radio Engineers convention, Waldorf-Astoria Hotel, New York.

NBC Shows Begin

NBC officially announced last week that the radio *Kate Smith Show* will start today (Monday) to be heard Monday through Friday (WNBC New York only, 12:05-12:15 p.m. EST; network and WNBC, 12:15-12:45 p.m. EST). Radio version of television's *Howdy Doody* is scheduled for 8:30-9 a.m. Saturday, beginning Dec. 15. Both programs are part of NBC's "Minute Man" pay-as-you-sell plan.

IOWA IS VAST MARKET FOR DISH WASHERS AND CLOTHES DRIERS!

THE 1951 Iowa Radio Audience Survey*, just off the presses, reports the enormously significant fact that 98.4% of *all* Iowa homes are now *electrified* — that 99.5% of all Iowa's *radio* homes now have electric power!

Yet only 1.7% of Iowa's radio homes have electric dish washers . . . and only 2.7% have electric clothes driers!

Sales of dish washers and clothes driers are booming in the State, however. 41.7% more Iowa homes have dish washers now than in 1950 — 42.1% more now have clothes driers. *And the surface has hardly been scratched!*

This interesting opportunity is only one of *many* that any advertising man can find in the 1951 Iowa Radio Audience Survey. This authentic, dependable annual study has long been considered one of America's finest radio-research projects — a "must" for literally hundreds of leading advertising, sales and marketing men who are interested in radio in general, and the Iowa market in particular. A copy is yours on request. Write direct or ask Free & Peters, today.

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

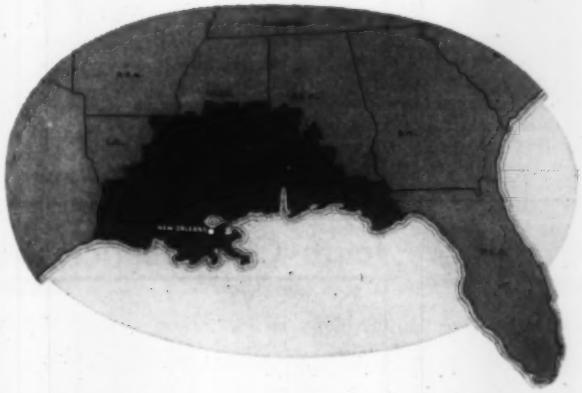
FREE & PETERS, INC.
National Representatives

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

Want to Sell the Southern Belle?

WWL Sells to More "Southern-hers" Than Any Other Advertising Medium!

Every day is bargain day on WWL! Here's how WWL makes your advertising dollar go a long, long way toward wooing women customers in the deep South:



WWL reaches her with 50,000 watt clear channel intensive coverage over a 4-state area. More coverage than any other medium can offer—in a market still unquestionably radio dominated.

WWL delights her with **W**onderful, **W**onderful **L**istening. Sparkling CBS stars—Benny, Beulah, Godfrey, Bing! Outstanding home-grown personalities. Heartwarming daytime dramas. Music. Mystery. Homemaking. And she listens—*highest ratings prove it!*

WWL sells her with a liberal bonus of unexcelled, multi-medium advertising. Store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads and personal calls on jobbers and distributors make *her* remember, help *you* sell her. No other station South gives advertisers such all-out support.

WWL

NEW ORLEANS

50,000 WATTS CBS RADIO AFFILIATE CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL, THE SOUTH'S GREATEST SALESMAN, SELL FOR YOU!

Selective Facilities Plan

(Continued from page 23)

a sufficient number of stations to make his expenditure equivalent at least to 75% of the rate for the full network. Neither CBS Radio plan has such a financial floor, and the Standard Facilities Plan includes certain "must-buys."

The combination of stations which CBS Radio would consider "acceptable" in either the Selective or Standard Plans was expected to vary according to the broadcast period involved.

The official description of the Selective Facilities Plan:

"[It] offers for quarter-hour or longer programs the facilities of the network's more than 200 stations to 13-week cycle advertisers in any combination acceptable to CBS Radio without sectional or quantity group requirements, with two provisos.

"(1) The advertiser is to make his program available to the entire CBS Radio Network; and

"(2) In areas where the advertiser does not sponsor the program, he is to allow his program to be sold through CBS Radio to other non-competitive advertisers without recompense to him."

Under this plan, the statement continued, advertisers are permitted "to take fullest adventage of the audience leadership of the CBS Radio Network" and are allowed "full flexibility in their choice of markets."

Plan Protects Stake

The announcement termed it "a significant feature" of the plan that it "protects the stake which the public, the advertiser and the stations have in a fully rounded schedule of top-quality programs available to all stations." Additionally, it was said:

"The listener will continue to enjoy the opportunity to hear substantially *all* the network-originated programs over the local station to which he habitually tunes.

"The advertiser continues to receive the benefits of the substantial listening audiences of *all* the programs which fortify the entire station schedule, as well as those which specifically bracket his own program. (It is this program schedule which has delivered to advertisers the audiences of the network most of the people listen to most. CBS Radio 35.1% of the time; Network B 30.2%; Network C 17.8%; Network D 16.9%.)"

The announcement said CBS Radio officials recognize that certain advertisers may not be able, or may not want, to qualify for participation in the Selective Facilities Plan by making their programs available to other sponsors, or on a sustaining basis, in the markets they themselves do not elect to use. Accordingly, the announcement said:

"For these advertisers CBS Radio has increased the flexibility of its current network group requirements. Under the new Standard Facilities Plan advertisers need buy only a network of a size and composition satisfactory to CBS Radio, provided it includes Basic group. If Pacific Coast stations are used they must be purchased as a group plus [KSL] Salt Lake City and [KLZ] Denver, as stated in Rate Card No. 34 [current card].

"The Selective and Standard Facilities Plans concern 13-week cycle contracts which constitute 98.3% of the current CBS Radio Network time schedule . . ."

On the subject of rates, the announcement had this to say aside from details of the new dollar volume discounts:

"CBS Radio Network rates, as detailed in Rate Card No. 34 dated July 1, 1951, and subsequent amendments, continue to prevail subject to traditional methods of announcing changes. All discounts as detailed in Rate Card No. 34 remain unchanged except the station hour discount, will be replaced by a dollar volume discount . . ."

Following is the text of President Meighan's letter accompanying the official announcement to advertisers, agencies and affiliates:

"Effective Jan. 1, 1952, we are creating new marketing flexibility for our advertisers in their use of CBS Radio Network facilities by modifying our current group requirements and by pioneering a new concept in the purchase of radio network facilities.

"In addition to introducing unusual use flexibility, these new plans serve our sponsors' primary advertising interests. They insure the substantial nationwide audience leadership which the industry had grown to expect of the CBS Radio Network through continuity of the strongest program schedule in all radio.

"It is clear that the maximum audience for any single program, and accordingly the maximum usefulness to its sponsor, depends upon the support of big-audience programs throughout the day and the week and on the largest possible number of stations.

"I believe you will be pleased to note that these new policies described in the attached statement, insure this essential audience-support to all CBS Radio Network sponsors."

PROPAGANDA CHIEF
Urged for U. S. Cabinet

PROPOSAL that the U. S. should appoint a Secretary of Propaganda with cabinet rank to supervise Voice of America and other overseas information activities was made by an ECA representative last Thursday.

Thomas J. Deegan Jr., who visited Europe to evaluate American propaganda efforts, told a Boston U. meeting that the U. S. lacks "skilled propagandists to counter communism's 'big lie'." Mr. Deegan, who is vice president of the Chesapeake & Ohio Railway, said he made the recommendation to the State Dept. The idea had been suggested in hearings devoted to the Voice of America on Capitol Hill last year and by other industry leaders.

RFE Head to Speak

ROBERT E. LANG, general director, Radio Free Europe, is to speak on "The Story of Radio Free Europe" Dec. 12 (Wednesday) at the New School for Social Research, 66 W. 12th St., New York.

PARAMOUNT CASE
Jones Cites Justice Dept.

LACK of cooperation by the Justice Dept. in the FCC's Paramount case was implied by Comr. Robert F. Jones last week.

The Ohio Commissioner made that point in his dissent from a Commission order upholding the action of Comr. George E. Sterling denying theatre-owners Fanchon & Marco the right to intervene in the case [B•T, Oct. 8].

"We are here faced," Comr. Jones said, "with a situation where the Department of Justice has up to this date neither intervened nor indicated that it intends to participate in this proceeding in any manner whatsoever.

Failed to Aid

"Where the Department of Justice has failed to participate to aid the Commission in securing information relevant to Issue 9 [the anti-trust issue], there is no reason for the Commission to refuse to permit the participation of the only persons who have come forward in an effort to aid the Commission to secure all the facts that may be adduced on this issue," he added.

Mr. Jones called for assurance that the Justice Dept. will cooperate with the Commission in the Paramount hearings scheduled to begin Jan. 15, by furnishing it with facts that the Justice Dept. used in the motion picture anti-trust trials —as well as those facts which Justice has which might not have been used in the anti-trust suit.

Degree of cooperation by the Justice Dept. is apparently what is bothering Comr. Jones. It is no secret that the Justice Dept.'s files are open to FCC investigators, but just how extensively and with what assistance nobody at FCC will disclose.

Fact that the other Commissioners did not take the same viewpoint as Comr. Jones would indicate that they are satisfied with the cooperation.

Denial of Petition

Denial of Fanchon & Marco's petition to intervene means, Comr. Jones said, that the Commission would not be getting all the information it needed to decide the Paramount case—particularly first hand knowledge of Paramount personalities and practices.

Last week's action by the Commission upheld the ruling of Comr. Sterling that Fanchon & Marco failed to show sufficient "interest . . . in the proceedings," or how their "participation will assist the Commission in the determination of the issues in question" to warrant intervention under Section 1.388 of the Commission's rules. The Commission reiterated the Motions Commissioner's reference to the fact that Fanchon & Marco could come into the case as a public witness and tell its story. Fanchon & Marco owns theatres in St. Louis and Los Angeles.

FCC hearings are on renewal of licenses for Paramount Pictures' KTLA (TV) Los Angeles, United Paramount Theatres' WBKB (TV) Chicago, merger of ABC with UPT and control of Allen B. DuMont Labs. by Paramount Pictures [B•T, Sept. 3, Aug. 13].

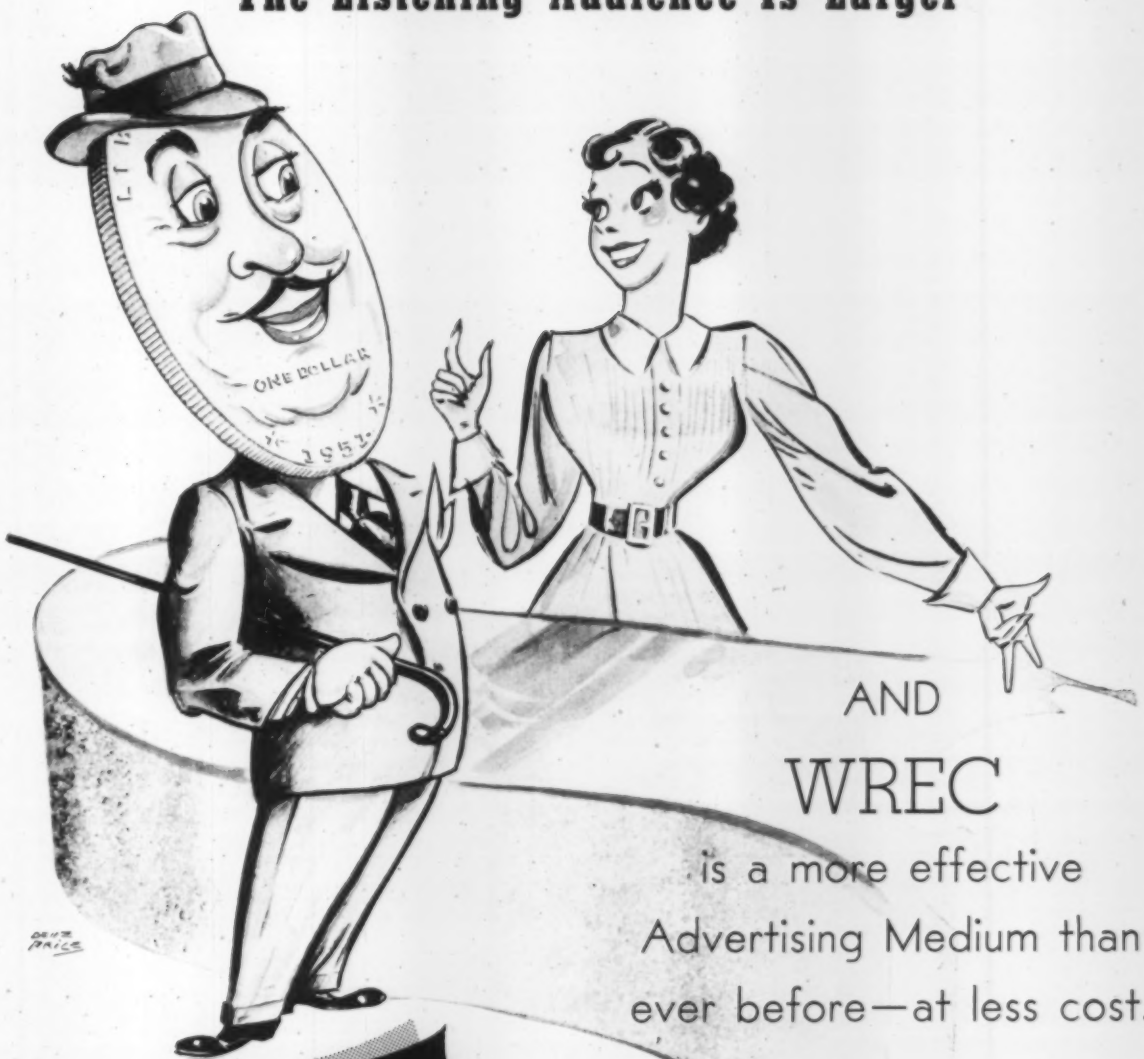
At a pre-hearing conference last month former Assistant Attorney General Herbert A. Bergson, who headed the Justice Dept.'s anti-trust activities, was one of UPT's counsel [B•T, Nov. 26].

Petition to intervene by Gordon Brown, WSAY Rochester, N. Y. [B•T, Nov. 12], is still pending before the FCC. A long-time foe of networks, Mr. Brown claimed he has proof of monopolistic practices by ABC. Last week, in answer to oppositions by ABC and UPT to his petition to intervene, Mr. Brown claimed that he needs the right to cross-examine and to subpoena ABC records to prove his allegations. He also claimed that the U.S. Court of Appeals misinterpreted the FCC's position regarding network regulation. The Supreme Court in 1948 denied his appeal for a writ of *certiorari* when he tried to take the Court of Appeals decision to the higher court. The Court of Appeals dismissed his suit against all four networks for treble damages under the anti-trust laws.

Thomas Murphy Sr.

FUNERAL services were conducted in Chicago Thursday for Thomas E. Murphy Sr., 74, lawyer for WLS Chicago and Prairie Farmer Pub. Co. for 35 years. He was a member of the board of both companies and of the law firm of Boyle, Murphy & Nelson. Mr. Murphy was executor of the estate of the late Burridge D. Butler, president and publisher of WLS-*Prairie Farmer*, and a trustee of the Butler Trust Co.

Now Your Advertising Dollar Buys More
for The Market Is Greater . . . . .
The Listening Audience Is Larger



AND

WREC

is a more effective Advertising Medium than ever before—at less cost.

Not only has the rich 76 county Memphis market more people than ever before—but according to the 1950 Census those people earn more and spend more than ever before.

WREC
MEMPHIS
NO. 1 STATION

Affiliated with CBS. 600 Kc. 5,000 WATTS Represented by the KATZ AGENCY

BAB Members

(Continued from page 27)

ries of resolutions adopted at the 1951 district meetings, including such topics as NARBA, ASCAP, rate-cutting, SESAC and legislative matters. District 14 (Mountain States) adopted a resolution praising the NARTB board for its action last summer in criticizing pressures to beat down radio rates.

Funds for NARTB participation in Inter-American Assn. of Broadcasters were increased from $4,000 to $6,000.

The Finance Committee reported a substantial bank balance, believed to be around $100,000, since Harold E. Fellows assumed the presidency in the spring.

Tower Insurance

Mr. Fellows reported on the proposal to obtain industrywide tower insurance and was authorized to negotiate with insurance companies. Inclusion of libel insurance was proposed.

A series of changes in the bylaws went to the combined boards. These changes resolve discrepancies in the rewriting process involving membership for TV stations.

Preliminary report was reviewed on rate changes, including a package rate for owners of more than one station.

Camels Switch Monroe

R. J. REYNOLDS Co., Winston-Salem, (Camel cigarettes) will move its Saturday 7:30-8 p.m. show featuring Vaughn Monroe from CBS Radio to NBC, Saturday, 10-10:30 effective Jan. 5. William Esty, New York, is the agency.

AAAA UNIT FORMS

Elects Neal Chairman

WILLIAM W. NEAL, partner of Liller, Neale & Battle, Atlanta advertising agency, was elected chairman of the new American Assn. of Advertising Agencies' Southeast Chapter, in an organizational meeting of AAAA regional members at the Ansley Hotel, Atlanta, Nov. 30.

Mr. Neal was elected chairman by a seven-member board of governors, composed of participating representatives. Henry Quednau, Tampa, Fla., was elected vice chairman, and Tucker Wayne, Atlanta, was named secretary-treasurer. Terms run until March 1952.

The new chapter's member agencies are Ayer & Gillett, Charlotte, N. C.; Campbell-Ewald Co. (Atlanta branch); D'Arcy Adv. Co. (Atlanta branch); Liller, Neal & Battle; Henry Quednau Inc., Tampa; J. Walter Thompson Co. (Atlanta office), and Tucker Wayne & Co., Atlanta. Kenyon & Eckhardt (Atlanta office) had no representative at the organizational meeting but voiced interest in membership. Also applying for membership were Lindsey & Co., Richmond, and Keegan Adv. Agency, Birmingham, Ala.

Elected to the 4A's Southeast Chapter's committee on examinations were Mr. Quednau; Douglas Connah of Tucker Wayne, and Richard Hodges Jr., of Liller, Neal & Battle. Richard Joel, associate professor, Emory U., was named an associate member of the committee that is to conduct advertising aptitude and knowledge tests for persons interested in entering advertising.

Among those present at the organization meeting were:

Frederic R. Gamble, New York, AAAA, president; Mackarness H. Goode, New York, AAAA; Lewis M. Ayer and W. B. Wright, Ayer & Gillett, Charlotte; C. G. Thom, Campbell-Ewald Co., Atlanta; J. H. Kinsella, D'Arcy Adv. Co., Atlanta; Larry E. Davis, Dixie Advertisers, Jackson, Miss.; J. H. Epstein, Fitzgerald Adv. Agency, New Orleans; John J. Keegan, Keegan Adv. Agency, Birmingham; W. W. Neal, C. K. Liller and J. L. Battle, Liller, Neal & Battle, Atlanta; Dan W. Lindsey Jr., Lindsey & Co., Richmond; Henry Quednau, Henry Quednau Inc., Tampa; T. R. Paulson, J. Walter Thompson Co., Atlanta; Tucker Wayne and Douglas Connah, Tucker Wayne & Co., Atlanta.

WVOP HEARING

Requests Daytime Only

REQUEST to change from fulltime to daytime-only was argued before FCC Examiner Elizabeth Z. Smith last week in Vidalia, Ga. The applicant is WVOP, now on 1450 kc with 250 w, seeking 970 kc with 1 kw, daytime.

Main argument of station was that it needs better coverage in the daytime to serve its market—primarily agriculture and livestock. Proposed operation, according to exhibits introduced at the hearing, will help financial position of the station as well.

The station maintained that present low-powered coverage cannot adequately cover the 45,000 people in the area. Service rendered by proposed 1 kw would be to market's advantage, not only commercially but from public service responsibility aspect as well, station pointed out. Night time audience is practically non-existent, it submitted.

The station made $2,877 on sales of $34,841 for the first nine months of 1951, according to its balance sheet. It proposes to establish a $30 per Class A hour rate to bring in $4,640 a month, compared to present income of $3,624, it stated.

Baseball

(Continued from page 25)

kees also will reconsider their attitude. . . ."

This series has been on the network for two full seasons attracting some 7,000 local and regional advertisers. Scheduled for two hours, seven days a week, the programs provide a live baseball broadcast whenever possible as standby crews in two or three cities can fill in should the scheduled game be rained out. Mutual has been selling five-minute periods prior to and after the game to national advertisers (Camels and Gillette in the past season). Falstaff Brewing Co. was expected to purchase the series rights this coming season.

McLendon's Views

Mr. McLendon was quoted as saying that it was of "the greatest irony that the New York Yankees propose to protect the minor leagues everywhere except in their own 'Home of Champions' network. More than 50% of this network is located in minor league cities."

The LBS president, who said his network's game-of-the-day series would continue, felt that if the Yankees were "sincere in their objective, let them abolish" the Yankees' own 'champion' network.

Citing hand-in-hand promotion of baseball by radio, Mr. McLendon said the sport via radio "created and brought millions of fans to the baseball parks."

Gabe Paul, general manager of the Cincinnati Reds, pointed out that unless all the majors follow suit, the Yankee action would not help the minors very much.

Another baseball man, Frank Lane, general manager of the Chicago White Sox, was quoted by Matty Brescia, newly-appointed director of press and baseball public relations for LBS, as saying the Chicago team was "happy" to be associated with Mr. McLendon and LBS . . . which has done a tremendous job in promoting baseball.

Mr. Brescia also said Park Carroll, president of the Kansas City Blues, of the American Assn. League (triple A), felt that network radio never "bothered him."

Rule Amendment

ALL stations on the air must keep a regular station log whether or not they are operating under license or special program authority. That is nub of FCC rule amendment, made official last week, which revised sections of Part 3 of the Commission's rules governing radio broadcast services. Rule is effective Jan. 21 and applies to AM, FM (including commercial and noncommercial stations) and TV. Many radio-TV stations go on the air with programs during program tests or under special FCC authority before official license is granted.

Ballooning high, our Mister PLUS
Surveys a wide terrain:
Says he: "No one compares with us
In actual audience gain!"

It's ON THE RISE, from coast to coast,
This listener-ship of ours,
Despite TV, our sponsors boast
Millions more tune-in hours!

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

Wherever You go There's Radio--
And in Tulsa, It's

KTUL

2—JUST 2 ANNOUNCEMENTS TO AID THE STRICKEN GOODMAN FAMILY BROUGHT:

Tulsa's Heart Amazes Fire Victim Family

Mr. and Mrs. Bert Goodman, who with their seven children were left homeless Monday by fire which destroyed their home, marvelled today at the generosity of Tulsans who rallied to their aid with food, clothing, furniture and money.

Following appeals in their behalf by Jack Morris, KTUL news chief, and Newscaster Ed Neibling, KTUL staff members have been busy since early Tuesday picking up contributions of every usuable sort.

KTUL also was instrumental in finding a temporary home for the Goodman family—a small house at 2144 N. Harvard av., owned by Mr. and Mrs. Ross Pennington. The Penningtons set the rent at a nominal figure and Goodman will be allowed to work part of it out. As soon as possible, the family will move into another home, outfitted completely with furniture, clothing and bedding collected by KTUL.

KTUL staffers, using a truck contributed by the Baker Rent-a-Truck Co., will have made more than 50 calls by the time the drive ends to pick up gifts ranging from beds, stoves, mattresses and assorted furniture to clothes for tiny children.

The children range from 3 to 17 years in age.

Morris estimated Wednesday there would be enough furniture and household equipment to outfit a five-room house.

- **A temporary home.**
- **Enough furniture and bedding to completely furnish a five-room house.**
- **More than enough clothing to outfit the entire family of nine—children and adults.**
- **An ample supply of kitchen utensils, china and silverware.**
- **Sufficient groceries to feed the family for two weeks.**
- **More than $100.00 in cash!**

The AUDIENCE ACTION Station

KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative

Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

KIDDIES LIKE THE FUNNIES

Each evening an audience of boys and girls, with their parents, hears Sister Sue read the funnies in WFMJ's largest studio.

AND TWO OHIO DAIRIES LIKE THE SALES RESULTS

DAIRIES of varying size in all parts of the country have used successfully almost every type of radio program to meet their advertising needs. From Ohio come the stories of two relatively small firms which feel that their broadcast policies are particularly effective.

● The Isaly Dairy Co., Youngstown, believes it has a "natural" in its *Sister Sue Reads the Funnies*, Mon.-Sat., 6-6:15 p.m. and Sun. 8:30-9 a.m. on WFMJ. (Parents have even written to the station offering to pay a weekly fee to keep the program if it ever lost its sponsor.)

● The Riverside Dairy, of Woodville, gets its prospect list from a jackpot telephone program *Cash on the Line*, Mon.-Fri., 10:30-10:45 a.m. on WFRO Fremont. The dairy uses no other advertising and has expanded its small operation to cover a 30-mile area around Woodville.

Format of both programs is simplicity itself.

Islay Sponsorship Over 5-year Span

The Isaly firm has sponsored the WFMJ program for the past five years. Beamed directly to the younger set—from 3 to 8 years of age—Sister Sue reads the comics which appear in the Youngstown *Vindicator* selecting only those which appeal to her audience.

The popular following in the area is terrific. Children open the newspaper to the comics, spread themselves on the floor in front of the radio and follow Sister Sue as she reads and explains in the children's language. Children celebrating a birthday participate in the broadcast. Sister Sue often tells them where they will find their birthday presents when they get back home.

Proof of audience comes from the newspaper which reports that late delivery in any neighborhood brings a deluge of anguished calls from parents and children who fear that it will not arrive in time for the program.

Isaly Dairy ties in other promotion activities with the radio program. Throughout the year parties are held for the children in the large auditorium at the plant. Celebrations are held on St. Patrick's Day, Easter, Halloween and at other specified times. At Christmas Isaly sponsors a six-week, 15-minute-a-day campaign in connection with the arrival of Santa Claus in Youngstown. On the day of his arrival thousands of children and adults regularly line the street to see the Santa Claus parade.

Isaly's commercials are short and constantly remind the young listeners that they should drink Isaly's milk and eat Isaly's ice cream. More than 50 neighborhood stores in the WFMJ area are served by the dairy.

Sister Sue is always a popular guest at kindergarten and grade schools, and even adult organizations like the various civic clubs send special invitations for her to take part in their Christmas parties.

The program is broadcast from WFMJ's largest studio and each evening an audience of boys and girls, with their parents, is in attendance. Each one receives a gift from the dairy.

Isaly's believes that the youthful Isaly fans will continue to remember and use their products as they grow older. No agency is used for the program. Dudley Hawkins, advertising manager, and Walter H. Paulo, general manager of the dairy, plan the program with the account executive of the station.

This year the Isaly company added a half hour Sunday afternoon program, *Wayne King Serenade*, to promote the sale of Duncan Hines ice cream, for which they are distributors. Aimed at the adult audience the program attracts one of the highest afternoon ratings in the area.

Full Credit Given To Radio's Impact

The Riverside Dairy, of Woodville, gives WFRO Fremont full credit for its increasing business during the past year. Starting some 15 months ago, the dairy has used the station's *Cash on the Line* jackpot program to give it a list of new prospects.

The program follows the simple jackpot telephone format and calls are made at random throughout the area. If the person called answers with the name of a Riverside product he or she is awarded the jackpot. There is a double prize if they have registered with the station by mail. All callers are given a consolation award of a Riverside product.

Art Giesbiehler, owner and operator of the dairy, credits the program with a large part of the increasing business which is now served by 12 routes covering towns and cities within a 30 mile radius of the dairy.

ONLY a few well-guarded pennies and an occasional crumpled play dollar bill can be found in the jeans of today's youngster. But salesmen know well the market that can be reached through the junior-sized "Hoppy" and his sister. The above picture exemplifies how faithful an audience these tots are. And in the background are the housewives and mothers, with buying habits greatly influenced by their offsprings' preferences.

Two Ohio dairies are good examples of this shrewd radio selling and promotion. And here is the story of how they do it.

XUM

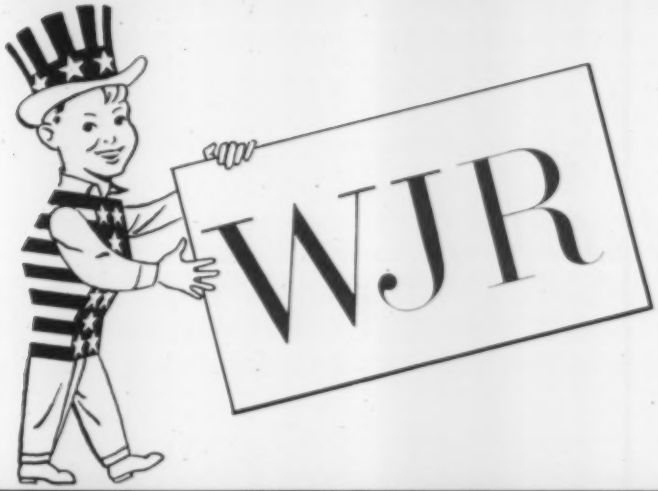
WJR

COVERAGE AND MARKET DATA..

WJR

COVERAGE MAP

The coverage map shows WJR's primary coverage area. The area includes all counties within the ½ millivolt per meter contour, as compiled by the WJR Engineering Department with approved field strength measuring equipment, plus some Northern Michigan counties outside the contour, determined as within the WJR listening area by authentic surveys and mail data.



FREE SPEECH MIKE

WJR MARKET DATA

WJR COVERAGE AREA

		WJR SHARE OF TOTAL U.S. MARKET
Population	12,601,300	8.3%
Radio Homes	3,784,170	8.1%
Retail Sales	$13,613,431,000	9.3%
Food Sales	$ 3,266,766,000	9.4%
Drug Sales	$ 464,447,000	10.3%
Filling Station Sales	$ 739,614,000	10.1%
Passenger Car Registrations	4,116,934	10.24%

GREATER DETROIT MARKET

(Wayne, Oakland, and Macomb Counties)

		WJR SHARE OF TOTAL U.S. MARKET
Population	2,991,200	1.9%
Radio Homes	856,640	1.9%
Retail Sales	$ 3,550,832,000	2.4%
Food Sales	$ 804,135,000	2.3%
Drug Sales	$ 153,060,000	3.4%
Filling Station Sales	$ 174,774,000	2.3%
Passenger Car Registrations	1,007,627	2.5%

CANADIAN COVERAGE

In addition to the United States market figures, WJR's ½ MV/M contour includes a Canadian area with a population of approximately 2,667,000 people and 721,900 radio homes. All the major cities of Ontario are within the WJR ½ MV/M contour.

WJR NIGHTTIME COVERAGE

Because of WJR's 50,000 Watt, Clear Channel signal, you pick up a tremendous *bonus* audience at night. WJR's nighttime signal covers all or part of 36 states and reaches an estimated population of over 98,000,000 people.

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRATION 1-1-50
MICHIGAN									
Alcona	6,000	3,680	790	$ 710,000	$ 487,000	$ 1,213,000	$ 88,000	$ 3,950,000	1,877
Alpena	22,900	6,890	1,110	3,648,000	1,317,000	5,933,000	629,000	21,271,000	6,936
Antrim	11,000	4,720	930	366,000	842,000	2,469,000	285,000	7,614,000	3,116
Arenac	10,000	3,900	1,270	1,841,000	1,050,000	1,857,000	219,000	8,808,000	3,117
Barry	27,100	10,670	2,710	3,271,000	1,557,000	5,755,000	676,000	20,651,000	8,550
Bay	91,600	26,830	2,880	12,462,000	6,254,000	22,781,000	3,237,000	88,848,000	27,064
Branch	31,200	10,640	2,570	5,009,000	2,339,000	6,728,000	809,000	27,756,000	10,315
Calhoun	121,000	36,090	3,090	25,032,000	8,817,000	35,336,000	5,813,000	137,705,000	39,550
Charlevoix	13,900	5,960	860	1,665,000	778,000	3,188,000	380,000	10,708,000	41,000
Cheboygan	13,900	6,420	950	1,294,000	1,768,000	3,712,000	512,000	12,835,000	3,559
Clare	10,600	5,260	940	1,453,000	1,050,000	2,599,000	449,000	9,093,000	3,582
Clinton	32,300	9,520	3,020	4,320,000	1,698,000	4,671,000	437,000	19,588,000	9,970
Crawford	4,300	2,320	90	734,000	505,000	1,231,000	—	4,107,000	1,272
Eaton	41,500	12,870	3,530	6,174,000	2,725,000	8,758,000	1,202,000	32,720,000	13,849
Emmet	17,000	7,590	850	4,159,000	1,333,000	4,938,000	677,000	22,285,000	5,100
Genesee	271,400	80,200	4,660	61,421,000	19,008,000	79,550,000	11,864,000	305,148,000	96,132
Gladwin	9,800	4,320	1,200	1,334,000	600,000	1,638,000	—	6,423,000	2,881
Gratiot	34,600	10,500	3,170	5,980,000	2,443,000	8,025,000	806,000	31,549,000	11,210
Hillsdale	33,000	10,940	3,470	5,453,000	2,140,000	5,848,000	534,000	27,124,000	11,220
Huron	34,300	11,790	3,760	7,396,000	3,754,000	6,332,000	695,000	32,643,000	11,610
Ingham	173,700	51,040	3,030	43,570,000	11,546,000	51,917,000	7,080,000	212,370,000	59,171
Ionia	39,500	11,860	2,740	6,237,000	2,384,000	8,481,000	1,109,000	31,305,000	12,525
Iosco	11,200	7,710	710	1,563,000	1,108,000	3,286,000	515,000	11,232,000	3,608
Isabella	30,000	8,340	2,590	5,097,000	1,534,000	6,167,000	472,000	22,887,000	8,749
Jackson	107,800	32,660	2,890	20,107,000	7,561,000	28,937,000	4,753,000	118,507,000	35,816
Kalamazoo	126,800	38,510	2,790	23,186,000	9,003,000	33,032,000	5,934,000	140,056,000	42,141
Kalkaska	4,700	2,330	470	—	356,000	1,016,000	*	2,727,000	1,460
Lake	5,400	3,820	440	281,000	254,000	1,178,000	—	3,330,000	1,601
Lapeer	37,000	10,500	3,340	6,287,000	1,921,000	7,754,000	716,000	29,247,000	11,068
Leelanau	8,900	3,870	880	425,000	513,000	1,538,000	153,000	4,684,000	2,958
Lenawee	66,900	21,600	3,110	12,786,000	4,985,000	17,954,000	2,125,000	69,110,000	23,355
Livingston	27,700	11,670	2,260	5,239,000	2,124,000	5,874,000	649,000	24,762,000	9,645
Luce	8,400	1,860	250	1,059,000	310,000	1,742,000	—	5,631,000	1,696
Mackinac	9,500	4,920	400	669,000	596,000	2,833,000	172,000	7,798,000	2,067
Macomb	186,500	52,440	4,210	30,171,000	13,206,000	45,109,000	5,542,000	150,565,000	62,450
Mecosta	18,600	6,870	1,770	2,148,000	1,670,000	4,083,000	634,000	15,259,000	5,621
Midland	36,900	10,530	2,120	6,485,000	1,888,000	8,168,000	1,015,000	27,241,000	12,018
Missaukee	7,700	2,650	930	487,000	610,000	1,186,000	—	4,968,000	2,239
Monroe	78,200	24,160	3,810	12,410,000	6,185,000	17,299,000	2,340,000	65,727,000	26,245
Montcalm	32,100	11,820	3,110	6,014,000	3,018,000	8,242,000	960,000	31,930,000	11,150

Consumer Markets—1951. Automobile Facts & Figures—A.M.A.
State Auto Registration Bureaus—Michigan, Ohio, Indiana, Pennsylvania.

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRATION 1-1-50
MICHIGAN									
Montmorency	4,300	2,570	340	$ 598,000	$ 264,000	$ 1,001,000	$ —	$ 3,782,000	1,311
Oakland	397,400	118,000	4,310	81,502,000	28,461,000	103,817,000	13,779,000	381,375,000	147,380
Ogeman	9,600	4,810	1,000	1,658,000	835,000	2,580,000	298,000	9,198,000	2,928
Osceola	14,300	4,900	1,570	1,672,000	1,507,000	2,863,000	289,000	10,761,000	4,460
Oscoda	3,200	2,630	250	—	409,000	899.000	—	2,111,000	948
Otsego	6,600	2,950	400	936,000	807,000	1,509,000	—	6,221,000	2,175
Presque Isle	12,300	4,250	910	1,224,000	667,000	2,785,000	216,000	8,823,000	3,497
Roscommon	6,000	5,590	110	693,000	1,149,000	2,323,000	337,000	7,710,000	2,386
Saginaw	153,400	43,940	5,120	24,212,000	8,842,000	39,230,000	5,424,000	153,532,000	49,237
St. Clair	94,700	30,500	3,820	16,754,000	6,217,000	26,886,000	2,934,000	100,584,000	31,012
St. Joseph	36,200	13,360	2,220	6,390,000	3,182,000	9,014,000	1,156,000	36,952,000	13,323
Sanilac	31,900	12,140	4,480	5,902,000	2,174,000	6,798,000	693,000	27,287,000	10,952
Shiawassee	47,500	14,460	3,100	8,834,000	2,588,000	11,826,000	1,333,000	43,576,000	16,040
Tuscola	39,600	11,960	4,430	6,381,000	4,028,000	8,355,000	866,000	33,377,000	13,187
Washtenau	134,600	36,820	3,100	23,519,000	9,049,000	36,087,000	7,209,000	142,139,000	41,741
Wayne	2,407,300	686,200	3,530	631,354,000	133,107,000	655,209,000	133,739,000	3,018,892,000	797,797
Wexford	19,200	6,600	930	2,632,000	1,609,000	4,321,000	632,000	18,284,000	5,677
	5,273,000	1,591,950	123,320	$1,152,204,000	$336,132,000	$1,383,861,000	$232,386,000	$5,814,766,000	1,791,544
OHIO									
Allen	89,800	26,690	2,610	$ 15,641,000	$ 4,781,000	$ 22,809,000	$ 2,462,000	$ 100,015,000	28,739
Ashland	33,700	10,660	2,190	5,882,000	2,578,000	7,688,000	878,000	34,524,000	11,675
Ashtabula	79,600	27,000	4,060	13,248,000	5,003,000	19,106,000	1,987,000	78,464,000	27,283
Auglaize	31,300	9,550	2,280	5,367,000	2,615,000	6,837,000	498,000	31,585,000	10,767
Butler	147,500	41,440	2,910	24,283,000	6,977,000	39,193,000	3,842,000	148,997,000	44,058
Champaign	27,300	8,180	2,360	4,016,000	1,462,000	5,275,000	666,000	24,373,000	9,077
Clark	111,400	32,870	2,540	21,041,000	6,534,000	28,479,000	3,816,000	118,252,000	34,191
Clinton	26,100	8,050	2,170	4,925,000	1,358,000	5,900,000	416,000	29,145,000	8,423
Crawford	39,500	12,310	1,920	7,552,000	2,411,000	9,639,000	904,000	41,383,000	13,690
Cuyahoga	1,382,300	419,040	2,280	247,556,000	65,083,000	426,995,000	59,807,000	1,646,265,000	426,742
Darke	42,600	12,940	4,460	8,660,000	2,607,000	8,125,000	739,000	42,788,000	14,633
Defiance	26,500	8,010	2,060	6,340,000	1,431,000	5,909,000	589,000	27,387,000	9,167
Delaware	30,900	8,990	2,830	4,136,000	1,628,000	5,338,000	385,000	26,309,000	9,958
Erie	53,400	17,890	1,470	7,928,000	3,141,000	14,181,000	2,122,000	55,536,000	18,078
Fayette	23,000	6,820	1,780	4,021,000	1,203,000	4,764,000	432,000	23,404,000	7,242
Franklin	505,400	147,520	3,530	93,433,000	25,719,000	122,829,000	18,346,000	571,809,000	153,992
Fulton	26,100	7,910	2,660	5,352,000	1,830,000	5,625,000	544,000	27,429,000	9,392
Geauga	27,200	8,350	2,420	3,131,000	1,342,000	4,775,000	317,000	18,181,000	9,156
Greene	58,000	15,910	2,440	7,889,000	3,008,000	9,446,000	1,489,000	42,619,000	18,724

— Withheld to avoid disclosure. * No data available.

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRATION 1-1-50
OHIO									
Hancock	45,300	14,560	2,820	$ 9,716,000	$ 2,671,000	$ 10,090,000	$ 1,105,000	$ 46,400,000	16,072
Hardin	29,300	9,030	2,300	4,537,000	1,616,000	5,533,000	657,000	23,464,000	9,464
Henry	22,900	7,030	2,500	3,815,000	1,622,000	4,637,000	501,000	22,664,000	8,171
Holmes	19,200	4,880	2,000	1,224,000	704,000	1,849,000	226,000	10,504,000	4,389
Huron	40,200	12,110	2,340	6,696,000	2,939,000	9,919,000	1,871,000	39,001,000	13,704
Knox	35,900	10,910	2,620	6,068,000	2,411,000	8,074,000	772,000	35,442,000	11,654
Lake	77,200	24,180	1,710	11,081,000	4,860,000	18,759,000	1,781,000	67,494,000	28,846
Licking	72,100	23,060	3,780	10,338,000	4,580,000	16,352,000	1,523,000	65,047,000	23,252
Logan	31,900	12,520	2,460	6,250,000	2,092,000	7,544,000	638,000	35,125,000	10,739
Lorain	147,500	42,510	3,140	22,430,000	7,853,000	39,983,000	4,298,000	146,081,000	48,820
Lucas	394,200	118,840	2,270	91,893,000	23,981,000	116,071,000	15,343,000	493,907,000	130,664
Madison	22,800	5,990	1,820	4,648,000	1,407,000	4,451,000	540,000	25,409,000	6,439
Mahoning	257,300	70,600	2,590	46,485,000	12,042,000	75,529,000	6,644,000	284,141,000	73,714
Marion	51,000	15,380	1,810	9,766,000	2,495,000	13,054,000	1,527,000	57,230,000	16,625
Medina	41,200	12,860	3,010	6,654,000	3,400,000	9,209,000	1,060,000	40,849,000	14,577
Mercer	28,900	8,600	2,590	5,606,000	1,965,000	4,847,000	387,000	29,867,000	9,746
Miami	62,600	19,460	2,730	11,821,000	4,495,000	14,730,000	1,672,000	60,558,000	20,618
Montgomery	399,700	119,400	3,700	70,621,000	23,032,000	109,651,000	17,488,000	460,532,000	127,530
Morrow	17,500	5,180	2,290	1,625,000	944,000	2,271,000	150,000	10,331,000	5,811
Ottawa	30,000	10,670	1,610	4,755,000	1,868,000	6,566,000	431,000	25,931,000	11,00[illegible]
Paulding	15,400	4,830	1,820	2,200,000	1,280,000	2,546,000	204,000	9,931,000	5,195
Pickaway	30,000	7,590	2,350	3,234,000	1,519,000	4,954,000	427,000	23,141,000	8,116
Portage	65,200	18,680	3,220	10,428,000	3,296,000	13,005,000	1,286,000	49,899,000	20,501
Preble	27,600	8,150	2,650	3,712,000	1,688,000	4,529,000	403,000	19,703,000	9,248
Putnam	25,800	7,260	2,720	3,787,000	1,255,000	3,949,000	322,000	21,532,000	8,68[illegible]
Richland	92,900	27,130	2,910	16,025,000	5,575,000	21,339,000	2,272,000	98,456,000	30,935
Sandusky	44,200	14,450	2,400	7,561,000	3,568,000	10,385,000	983,000	46,455,000	16,619
Seneca	54,200	15,790	2,730	9,439,000	3,266,000	11,922,000	1,354,000	53,685,000	17,859
Shelby	29,100	8,610	2,810	5,363,000	1,347,000	6,848,000	584,000	25,958,000	9,851
Stark	283,500	82,170	4,390	46,588,000	14,417,000	75,821,000	7,780,000	303,897,000	87,658
Summit	410,000	121,480	2,810	80,975,000	20,797,000	116,069,000	13,042,000	452,941,000	128,590
Trumbull	162,100	45,780	4,190	21,526,000	7,772,000	37,840,000	3,142,000	132,718,000	51,068
Union	21,300	6,390	2,400	2,960,000	1,642,000	3,295,000	373,000	16,973,000	6,927
Van Wert	27,600	8,780	2,280	4,724,000	2,519,000	6,231,000	532,000	27,032,000	9,776
Warren	39,300	11,100	2,470	4,141,000	2,280,000	7,191,000	678,000	29,670,000	12,401
Wayne	59,900	16,480	3,510	9,148,000	3,308,000	11,683,000	1,360,000	60,159,000	19,227
Williams	26,800	8,800	2,390	4,225,000	2,255,000	6,070,000	580,000	27,242,000	9,739
Wood	60,800	17,610	3,450	9,701,000	4,136,000	12,551,000	1,167,000	47,222,000	20,099
Wyandot	20,200	6,120	1,830	3,283,000	1,260,000	3,752,000	418,000	16,951,000	7,124
	6,084,200	1,815,100	152,390	$1,075,450,000	$330,868,000	$1,592,012,000	$195,760,000	$6,532,007,000	1,936,445

Consumer Markets—1951.

Automobile Facts & Figures—A.M.A.

State Auto Registration Bureaus—Michigan, Ohio, Indiana, Pennsylvania.

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRATION 1-1-50
INDIANA									
Adams	22,700	6,390	1,950	$ 3,415,000	$ 1,394,000	$ 4,356,000	$ 418,000	$ 19,869,000	7,315
Allen	183,600	55,990	3,910	36,960,000	12,155,000	45,474,000	7,430,000	218,666,000	58,570
Blackford	14,200	4,470	900	2,850,000	903,000	3,242,000	468,000	14,255,000	4,485
DeKalb	26,400	8,240	2,050	3,250,000	1,744,000	5,796,000	547,000	22,916,000	9,503
Delaware	91,400	28,090	2,400	15,657,000	4,413,000	19,549,000	2,973,000	87,204,000	28,551
Fayette	23,700	6,890	1,020	4,454,000	1,339,000	5,481,000	787,000	23,325,000	6,828
Grant	62,900	19,410	2,460	9,794,000	3,798,000	13,031,000	2,041,000	58,625,000	18,331
Henry	46,100	13,770	2,320	7,185,000	2,622,000	11,096,000	1,136,000	40,238,000	14,724
Huntington	31,700	10,000	2,130	4,189,000	2,642,000	7,440,000	927,000	30,404,000	10,802
Jay	23,400	7,580	2,030	3,844,000	1,491,000	4,574,000	500,000	19,775,000	7,966
Lagrange	15,500	5,550	1,860	1,756,000	732,000	2,449,000	243,000	10,386,000	4,284
Madison	105,300	32,860	2,950	19,775,000	5,607,000	23,980,000	3,861,000	103,993,000	32,651
Noble	25,400	8,870	2,250	6,126,000	2,332,000	5,130,000	579,000	26,325,000	8,619
Randolph	27,500	8,870	2,710	4,033,000	1,938,000	4,990,000	716,000	28,961,000	11,834
Steuben	17,300	7,840	1,500	4,144,000	1,523,000	4,000,000	477,000	19,557,000	6,125
Union	6,500	2,010	710	475,000	506,000	1,305,000	169,000	5,539,000	2,085
Wayne	69,500	20,540	2,160	15,760,000	4,326,000	15,856,000	2,527,000	78,573,000	21,425
Wells	19,900	6,310	2,290	3,249,000	1,358,000	3,840,000	330,000	17,355,000	7,096
Whitley	19,100	6,320	1,990	3,398,000	1,916,000	3,625,000	400,000	17,690,000	6,895
	832,100	260,000	39,590	$150,314,000	$52,739,000	$185,214,000	$26,529,000	$843,656,000	268,089
PENNSYLVANIA									
Crawford	79,600	24,960	4,980	$14,195,000	$ 3,851,000	$ 18,506,000	$ 1,595,000	$ 76,847,000	22,971
Erie	219,500	62,600	4,520	39,027,000	11,050,000	59,786,000	5,256,000	236,399,000	65,205
Mercer	112,900	30,930	4,190	18,739,000	4,974,000	27,387,000	2,921,000	109,756,000	32,680
	412,000	118,490	13,690	$71,961,000	$19,875,000	$105,679,000	$ 9,772,000	$423,002,000	120,856

— Withheld to avoid disclosure. * No data available.

XUM

THE GREAT VOICE

OF THE GREAT LAKES

WJR

WJR DETROIT
50,000 Watts, Clear Channel
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Represented Nationally by
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RADIO — *AMERICA'S GREATEST ADVERTISING MEDIUM*

CITY COUNCILS

Asbury Park Attorney Supports News Media

BROADCASTING and telecasting city council meetings and other legislative proceedings of public interest was endorsed as a facet of press freedom last week when Abraham Frankel, city attorney of Asbury Park, N. J., spoke at the closing session of National Institute of Municipal Law Officers annual conference in New York.

Radio and television companies, as agents for the dissemination of information, are entitled to the same privileges of access as traditionally have been accorded to newspapers, he said.

"It is my conclusion that radio and television are the very latest vehicles and media of the press. Their freedom in a democracy must be protected zealously. The impact of radio and television on the public, subject to legitimate restrictions under constitutional government, can only serve to strengthen democracy, expose its abuses and stimulate democracy into a truly dynamic force in a threatened world," Mr. Frankel declared.

"The men and women in public office," he said, "should be observed in bold relief by the electorate and judged for their fairness and ability, or discovered by the people for their dictatorial methods and utter mediocrity."

Speaking before some 350 corporation counsels at the Roosevelt Hotel, Mr. Frankel's stand was the opposite he had been required to take professionally last summer. The City Council at Asbury Park, having denied the local radio station permission to broadcast a public hearing on a 3% luxury tax, had received a preliminary injunction from barring the broadcast. As city attorney, Mr. Frankel had to defend the Council. In his speech last week, he quoted the opinion of Superior Court Judge C. Thomas Schettino: "We progress with civilization's discoveries, and what is press in 1800 may still be in 2000, but meanwhile the word press and its mechanical devices may have increased tremendously."

The court also held, it was reported, that it is one thing to say a mayor and council can control the mechanics of a meeting and something else to say that they have a right as public officials to exclude the dissemination and distribution of news or public interest in a mechanical manner that is new.

Makes Distinction

Mr. Frankel distinguished, however, between judicial and legislative proceedings, reminding his audience that public trials are intended, not to promote intrusion of public opinion into jury findings, but to protect the accused from corrupt proceedings.

The question of broadcasting and telecasting meetings of the New York City Council is expected to be brought up soon by Rudolph Halley, newly elected council president, who included his belief in such procedure in his campaign platform.

BRAND NAMES DAY

Herbert to Head Planners

JOHN K. HERBERT, vice president in charge of NBC Radio Network sales, will head the planning committee for the seventh annual Brand Names Day Conference April 16 at the Waldorf-Astoria.

Mr. Herbert

This announcement was made last week by John W. Hubbell, vice president of Simmons Co. and chairman of the Brand Names Foundation Board of directors. Names of other planning committee members are to be announced later this month.

Brand Names Day is sponsored by the Foundation in conjunction with its annual membership meeting and election of officers. At a dinner in the grand ballroom of the Waldorf-Astoria, the Foundation will present "Brand Name Retailer of the Year" awards and citations to merchants and dealers in 20 fields of retailing.

Mr. Herbert joined NBC in 1950 as assistant to the president. He has had extensive experience in magazine advertising.

PRODUCTION NEEDS

Reviewed by AMA Group

A FOUR-POINT plan calling for flexibility of operation that would enable any manufacturer to meet civilian production needs while participating in national defense activities has been outlined to the American Management Assn.

The blueprint was unveiled at an AMA production conference in Chicago by Fred J. Walters, vice president and defense coordinator of Hotpoint Inc. Four-point plan calls for minimum dislocation of each organization, best utilization of personnel, adherence to economy of operation and assurance of company's ability to shift from present "dual economy" to total mobilization or back to peacetime civilian output.

Opens Law Office

ROBERT J. WINBURN, formerly of Dow, Lohnes & Albertson, Washington radio law firm, last week announced the opening of law offices in the Kass Bldg., 711 14th St., N. W., Washington 5, D. C. Telephone: District 6495.

Radiorama

CHICAGO chapter of American Women in Radio and Television greet Ray Livesay, pres., WLBH AM-FM Mattoon, Ill., and Ill. Broadcasters Assn., when he spoke during all-day session at WGN Chicago. L. to r.: Mr. Livesay; Edythe Fern Melrose, WXYZ Detroit and AWRT vice pres.; Betty Ross, WMAQ Chicago and Ill. chapter pres.; Frank P. Schreiber, mgr., WGN Inc.; Kay Middleton, Myrtle Stahl and Gloria Workmaster, all WGN; and Josephine Wetzler, WLS Chicago and vice pres. of Ill. chapter.

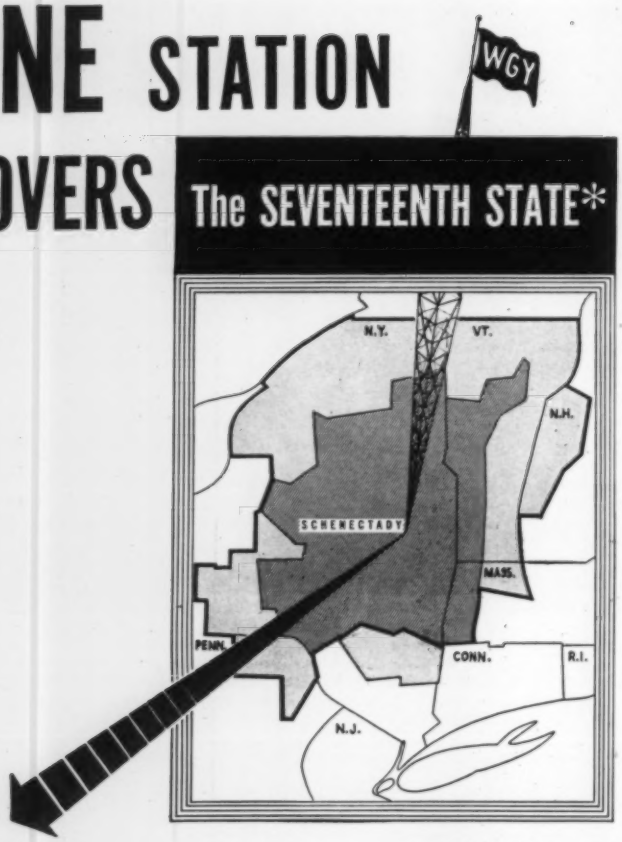
NEW OFFICERS of Maryland-D. C. Broadcasters & Telecasters Assn. [B•T, Nov. 26], include (l to r): Charles J. Truitt, WBOC Salisbury, Md., vice pres.; John E. Surrick, WFBR Baltimore, pres.; C. E. Smith, WTBO Cumberland, secy.-treas.

FURLOUGHING Sgt. Richard Smith, formerly with WFBR Baltimore and WHUN Huntingdon, Pa., during early morning interview tells WFBR's Jim Crist about his job directing programs for Armed Forces Radio Services in the Azores.

SPONSORSHIP of 10 winter concerts by the Buffalo Philharmonic Orchestra on WGR Buffalo, completed by J. N. Adam & Co., department store, and two suppliers, Youngstown Kitchens and RCA Victor Distributing Co. of Buffalo. At signing (seated l to r): Wilson F. Marks, western New York slc. mgr., Youngstown Kitchens; John W. Kimberly, adv. mgr., J. N. Adam & Co.; Paul C. Batt, sls. mgr., distributing company. Standing: Ralph Black, orchestra mgr.; David Cheskin, music director, WGR; James G. Kelly, pres., J. G. Kelly Adv.; Nat Cohen, sls. mgr., WGR; Paschall Swift, acct. exec., WGR.

GUESTS at Keystone Broadcasting System party marking opening of new Chicago offices included (l to r): Gen Lemper, Foote, Cone & Belding; Paul McCluer, Geoffrey Wade Adv.; Jim Shelby, McCann-Erickson; Merle Myers, Russel M. Seeds; Ed Fitzgerald, J. Walter Thompson; Gwen Dargel, FC&B.

ONLY ONE STATION COVERS The SEVENTEENTH STATE*



- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

WGY

THE CAPITAL OF THE 17TH STATE

A GENERAL ELECTRIC STATION

REPRESENTED NATIONALLY BY NBC SPOT SALES

Jan Guerry, representing Charleston's General William Moultree High School, takes a turn on 'Teen Time.

HUMAN RIGHTS

Special Shows Planned

THIRD anniversary celebration of Human Rights Day is to be observed today (Monday) by a special broadcast from the Kiel Opera House, St. Louis, to be carried by the ABC Radio Network from 10:30 p.m. to midnight.

Produced through UN Radio, the 1½-hour program is to feature the St. Louis Symphony Orchestra, under the direction of Dr. Valadimir Golschmann, and artists of many nations. Lynn Fontaine and Jose Ferrer, stars of the legitimate theatre, were announced as narraters; Nicoli Henriot, pianist, and Uta Graf, Elena Nikolaidi, Robert Rounseville and William Warfied, as vocal soloists. Actor Walter Able is to be m.c.

Messages from the General Assembly President and Mrs. Eleanor Roosevelt, recorded in Paris, will be broadcast.

Program will be rebroadcast in New York Dec. 16 at 3 p.m. by WNYC and will be released subsequently over the NAEB Educational Network and Voice of America.

Another special UNESCO human rights program, *Our Present Duty*, is scheduled to be carried by the Liberty Network today at 2:15 p.m. EST for eastern and central time zones and at 11:15 p.m. EST mountain and Pacific zones.

Liberty also will carry a broadcast of the *New York Times* Youth Forum, "How Important Are Human Relations," to be moderated by Dorothy Gordon, after it has been broadcast by WQXR New York, Saturday 10:15 a.m.

Spot announcements on Human Rights Day have been distributed to all U. S. stations by UN Radio and special programs are scheduled to be broadcast from stations throughout the world.

FTC Cites Precision

PRECISION Apparatus Co., Brooklyn, N. Y., has been asked by Federal Trade Commission to cease misrepresentation of its radio tube testing instruments. FTC charged the instruments are not "mutual conductance" tube testers as represented by the brand names and in various advertising statements.

'TEEN PROGRAM

WCSC Develops Paying Show

WHEN a program has the sponsor's advertising manager singing its praises, the station has done a good job. That's why WCSC Charleston, S. C., likes its 'teen-age show, *'Teen Time*.

The program centers around a group of girls representing nine local high schools. In turn, each girl plans her own program, selects talent from her school, personalities to interview and compiles a hit parade by polling fellow students. Come Saturday morning, with the aid of Bob Tamblyn, WCSC announcer, the girl serves as her own mistress-of-ceremonies on the air.

After 12 weeks on the air, Edward C. Powers, ad manager for the sponsor, Condon's Dept. Store, commented, "The show really sells merchandise."

Mr. Powers said that not only has he found a new radio medium to sell his goods but that WCSC's 'teen-age show has created an invaluable number of potential buyers among the younger citizens.

'BOZO' SUIT

Hearing Docketed Jan. 11

HEARING of the $500,000 suit filed against Capitol Records Inc., Hollywood, by Larry Valli, known professionally as "Bozo the Clown," will be held Jan. 10th or 11th in Los Angeles Superior Court, it was reported last week.

In the suit, filed early in November [B•T, Nov. 12], Mr. Valli charged that the record company had used the "Bozo" name on a series of children's recordings without his permission or remuneration to him. Mr. Valli claimed further that Capitol licensed various toy manufacturers to make toys carrying "Bozo" label. An accounting of profits derived from both sources reportedly was being asked.

Christmas Eve Show

GLEE CLUBS and choirs composed exclusively of employes of five major industrial organizations will join forces with ABC to present a new kind of program from 11 p.m. to midnight Christmas Eve over ABC Radio. Groups will represent Goodyear Tire & Rubber Co., Prudential Life Insurance Co. of America, General Motors Corp., Sylvania Electric Products and Equitable Life Assurance Society of the U. S. "In planning a Christmas Eve program with the traditional theme of good-will between men," Leonard Reeg, vice president in charge of ABC Radio programs, said, "ABC felt that this year the best possible opportunity lay in revealing one of the many social activities existing among employes of great American industries."

...and now a word ~~from~~ to our sponsors

This year of 1951, has been, for us, a "Nifty One." It's our BIGGEST YEAR, in many ways, and so, to give our thanks and praise, we've bought a page in this Magazine, so our "Message of Thanks" could be properly seen.

For years, our station has been a "BIG LEAGUER." Year after year, we've grown bigger and bigger. Our National Spot Sales get better and better—and so, as we start off our "Thank You" letter, we are grateful for the enthusiasm, energy and pep, displayed by our wide-awake "National Rep." For telling our story, every day, everywhere, we pay our respects to the boys at JOHN BLAIR. They've brought us new business! Every Blair "Rep" you see, says "WASHINGTON'S BEST BUY IS WWDC."

In expressing our thanks, we particularly desire to include every Agency, every Time Buyer, and all Account Executives on our year's business list. (If you placed any, hope your name isn't missed.) We'd list personal names, with a "Cut" of each face, but since we're restricted by limited space, we thank, INDIVIDUALLY, all you fine "gals" and "guys," as your Agency names we *"alphabetize."*

NATIONALLY—under "A"—for accounts that we get, we send our thanks to AITKIN-KYNETT. Also another important one —referring to N. W. AYER & SON.

Under "B," there's B. B. D. & O. (BATTEN, BARTON, DURSTINE & OSBORN, you know), also BENTON & BOWLES, and likewise TED BATES, while the BIOW COMPANY a vote of thanks rates. In listing the B's the Boss would be fierce, if we overlooked BERMINGHAM, CASTLEMAN & PIERCE.

As for "C," a lot of big Agencies we see . . . for example, CUNNINGHAM AND WALSH, I-N-C. There's CAMPBELL-EWALD, then HARRY B. COHEN, while to CECIL AND PRESBREY further thanks should be goin'.

Next, to the letter "D" we go, with a salute to DONAHUE & COE. Then HERSCHEL Z. DEUTSCH, and DEUTSCH & SHEA . . . next DUANE JONES . . . (Oops! That's comes under "J"). And for other contracts that have been signed and sealed, we are grateful to DOHERTY, CLIFFORD & SHENFIELD. We're glad our supply of rhymes is still ample, to mention DANCER-FITZGERALD & SAMPLE . . . and also DOWD, REDFIELD & JOHNSTONE, "INK" (which just about winds up the D's, we think.)

Under "E," we thank ESTY (WILLIAM ESTY, of course), also ERWIN, WASEY and all of their force. And for West Coast business, it's easy to determine, why we thank ELLIOTT, DALY & SHERMAN.

And while Agency names in tribute we're "welding," we express appreciation to FOOTE, CONE & BELDING.

Then GREY ADVERTISING we salute in our "ditty," also GRANT ADVERTISING in the "Windy City."

Under "H," we're having one "H" of a time, getting our "H's" to properly rhyme. There's HARVEY-MASSENGALE in our "H" summary—then HANLEY, HICKS & MONTGOMERY. To the RAY HIRSH COMPANY, a polite bow is due . . . and to the HERMAN ADVERTISING AGENCY, too. Two other Agencies, smart and adroit, are HIXSON & JORGENSON, and CHARLES W. HOYT.

Then there's STEWART JORDAN under the "J" . . . with three topnotch Agencies starting with "K." There's the KUDNER AGENCY . . . and KENYON & ECKHARDT. In giving us business, they both played a part. As for the other Agency starting with "K," the JOSEPH KATZ COMPANY thinks we're "O.K."

To AL PAUL LEFTON, in Philadelphia, P-A., we send lots of "Brotherly Love" your way. Under "M" there is MARFREE . . . and WALTER MCCREERY . . . while MORSE INTERNATIONAL helps keep us "cheery." Then there's ALLAN MARIN, and JOHN F. MURRAY, while for MAXON (if you're "axin") we get results in a hurry. And to our chain of thanks, another big link, as we add MOREY, HUMM & JOHNSTONE, INC.

We come next to NEEDHAM, LOUIS & BRORBY. (The best word to rhyme with BRORBY is BRORBY.)

Under "O," we really OWE thanks galore . . . OWEN & CHAPPELL, and ROBERT W. ORR, also R. T. O'CONNELL, and O'NEIL, LARSON & MCMAHON, and also in Chicago, thanks a lot—OLIAN.

Three Agencies we love "A Bushel and a Peck" are PICARD ADVERTISING, PIEDMONT . . . and PECK.

And for their good judgment in radio buyin', we're thankful indeed to RUTHRAUFF & RYAN.

Do we have more acknowledgments? Yes indeed, many! There's SIMMONDS & SIMMONDS, and of course, STREET & FINNEY. There's "S. S. C. & B." (if memory *fails*) that means SULLIVAN, STAUFFER, COLWELL & BAYLES, and our final "S" is important, you bet . . . a thankful salute to SHERMAN & MARQUETTE.

Under "T," we're glad to mention "J. W. T." (That's easier to rhyme with than THOMPSON, you see.) To THOMPSON-KOCH and J. B. TAYLOR thanks we extend; while under "V" there's "VIC" VAN DER LINDE. And under this letter, we next proudly hail the neighboring agency of VAN SANT, DUGDALE.

As we near the end of the alphabet, WEISS & GELLER we couldn't forget, nor THE WESLEY ASSOCIATES . . . also GEOFFREY WADE . . . who were all in our '51 Business Parade. And for a double "W" there's WARD WHEELOCK, too . . . and finally, YOUNG & RUBICAM . . . our best thanks to you!

While we're happy and thrilled for this NATIONAL RECOGNITION we are proud and thankful for our LOCAL POSITION. *More listeners than ever!* A Rating we treasure! Our thanks go to "PULSE" for their accurate measure.

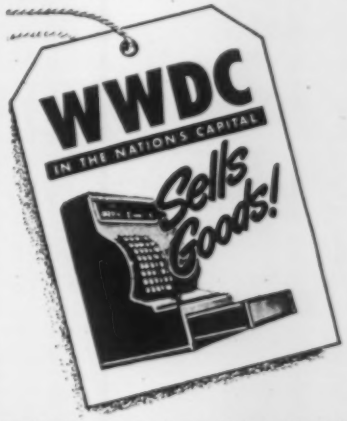
To the Mutual Network, and its President, Frank White, our appreciation and sincere delight, for fine shows, plus promotion, so people still know—that "WHEREVER YOU GO, THERE'S RADIO."

And last, but not least, our sincere salutations to all LOCAL ADVERTISING ORGANIZATIONS. The business they give us, day in and day out . . . is something to truly be thankful about. They're the real "Backbone" in our operation, and we pledge our continued co-operation. If we had space, a verse about each one we'd write, but we'll thank them alphabetically (from left to right.)

(AD MASTERS, INC.—ADVERTISING, INC. —ART ADS—A. W. & L. ADVERTISING—AZRAEL ADVERTISING AGENCY—JAMES S. BEATTIE AGENCY — MAURICE CHESSLER AGENCY—COHEN & MILLER AGENCY—ROBERT J. ENDERS ADVERTISING, INC.—ALVIN EPSTEIN AGENCY—COURTLAND D. FERGUSON AGENCY—PAUL LYNN HELLER, INC. —ERNEST S. JOHNSTON AGENCY—KAL, EHRLICH & MERRICK—HENRY J. KAUFMAN & ASSOCIATES — KRONSTADT AGENCY — THE LEWIS AGENCY—J. GORDON MANCHESTER ADVERTISING—HARWOOD MARTIN AGENCY —MELLOR & WALLACE—WM. D. MURDOCK AGENCY—LEWIS EDWIN RYAN AGENCY — M. BELMONT VER STANDIG — WILLIAMS, STARK & HINKLE.)

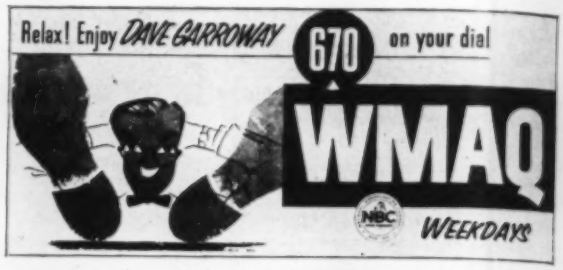
Resuming our rhyme, THANKS from "A" thru to "Z" . . . for thinking of us at WWDC. (If our verses were feeble, and brother, you know it, just place the blame on our Station Staff Poet.) If you're on our '51 business list, here's hoping, once more, your name wasn't missed.

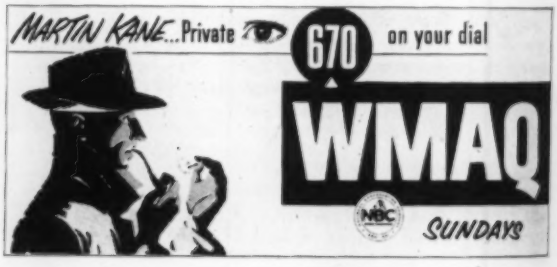
A REMINDER — FOR RESULTS, YOU'LL BE THANKFUL TOO, IF YOU'LL KEEP PLACING ORDERS THROUGHOUT '52.



National Representatives: John Blair & Co.

Here are some of the radio people who sell

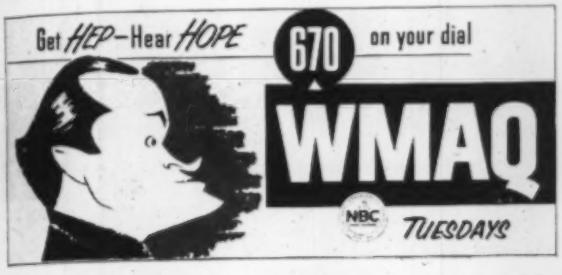


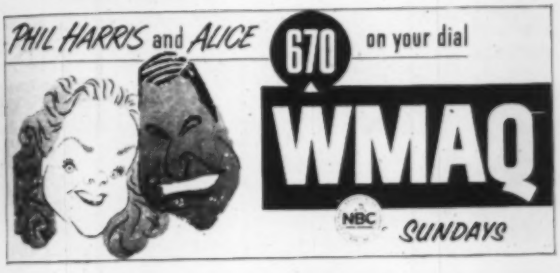


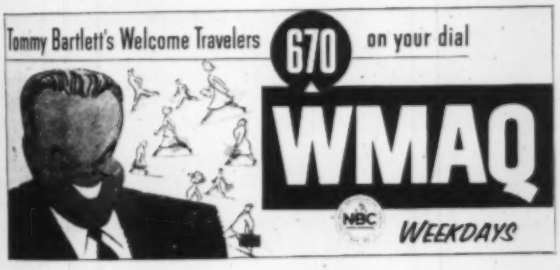
The 20 eye-catching poster designs on these pages represent WMAQ's strong outdoor advertising promotion for November and December. They appeared on 87 Chicago area billboards and represented 40,716,000 potential reminder impressions per month!

This is just another example of the strong promotional support WMAQ gives its advertisers to build its dominant audience.

better than paper to the great midwest!







Via WMAQ's brand new transmitter tower—250 feet higher than the previous one—the WMAQ signal now reaches 17,500,000 people—an addition of 300,000 to the WMAQ "family".

N.Y.'S THREATENED TRANSIT STRIKE

Union, Public Turn to Radio and Television

NEW YORKERS kept abreast of the strike threatened by the Transport Workers Union last week through their reliable sources, radio and television, while the CIO union itself bought telecast time to make sure the public was in on its mass meeting Tuesday night.

TWU President Michael J. Quill said his union would obey the court injunction forbidding a strike against the Third Avenue Transit Corp. when he appeared on WNBT (TV) *New York Close-up* 6:30-7 p.m. Monday, and promised to use his influence to prevent wildcat action. The union leader's telecast statements were widely quoted by metropolitan papers the following morning.

Mass meeting Tuesday night was originally called for a strike vote, but Mr. Quill said the ballot would seek only approval of executive board action. TWU nevertheless purchased the 9-9:30 p.m. time slot on WJZ-TV, and offered cooperation with other stations wanting on-the-scene reports. CBS-TV newsmen recorded about ten minutes of the meeting, during the actual vote, for an 11 p.m. telecast, and NBC's Tex and Jinx McCrary —who had been covering TWU activity all week—were to set up their tape recorder to glean whatever information they might want to broadcast on their morning show the next day.

Broadcast journalism of the TWU story got its start Nov. 26 when Mr. Quill became the only person to make three appearances on WOR-TV *Press Conference*, 7:30-8 p.m., every Monday. The man who had first appeared last spring, shortly after the program was inaugurated, returned to face reporters and discuss his union's policies.

The following Friday, Nov. 30, Mr. Quill was back at WOR-TV studios for the *Between the Lines* weekly show in a discussion that stretched the informal format almost to the point of elasticity. Court's restraining order had been issued just two hours before the show's 7 p.m. airtime and newsmen, unable to reach the busy union leader, could again have written their stories by staying at home and watching television.

Further Appearances

The next Monday, Dec. 3, Mr. Quill telecast his policy statements on Tex and Jinx McCrary's *New York Close-up* and appeared on their morning radio show—by telephone—Tuesday when Mr. McCrary, reviewing the strike situation, asked him to call if he were listening.

Aside from such direct participation in the strike development, the one million New Yorkers whose transportation was involved also heard details of the matter on regularly scheduled radio and television newscasts.

ATOMIC DEFENSE

Shown by 'Bert the Turtle'

AN ILLUSTRATED booklet titled *Duck and Cover* and featuring Bert The Turtle as chief protagonist in the drama of atomic self-defense, was introduced last week by the Federal Civil Defense Administration.

An original cartoon character in his own right, Bert also will demonstrate basic principles of atomic self-protection on radio, television and in other media.

Radio plans call for issuance of a quarter-hour transcription to be distributed to over 2,500 of the nation's AM and independent FM outlets. The transcriptions are skits featuring the turtle, children and appropriate sound effects.

The discs also will be sent to state civil defense directors for use by local units at the community level where station coverage is not feasible. Steve McCormick, radio chief, was responsible for production.

Film Versions

A 10-minute film version, to be distributed by Castle Films Division of United World Films, New York, is tabbed for use by the 100-plus video outlets. Prints will be sent out on a non-exclusive basis to film dealers, camera supply stores and other sources which in turn will rent them out. The 16mm sound print sells for $17.50 and other types are priced in proportion.

Producing firm is Archer Productions, New York, which collaborated with the National Education Assn. and FCDA. TV stations may use the films on a one-time basis without cost. Subsequent showings would be available for commercial sponsorship.

The new series is part of a continuing program launched by the Audio-Visual Division of FCDA under Jesse Butcher, with production vested in the respective radio and TV sections.

A recent example of its activity was the appearance of federal civil defense authorities on CBS Radio's *You and the World* last week. Recorded excerpts were prepared by FCDA and played Monday through Friday, 6:15-6:30 p.m.

The TV section, under Harold Azine, has released a series of programs and spot announcements on kinescope film recordings in recent months. The *Duck and Cover* film is the latest of a series, slated to be incorporated into a package presentation [B•T, Nov. 5, Oct. 22].

Radio Still Dominates
THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

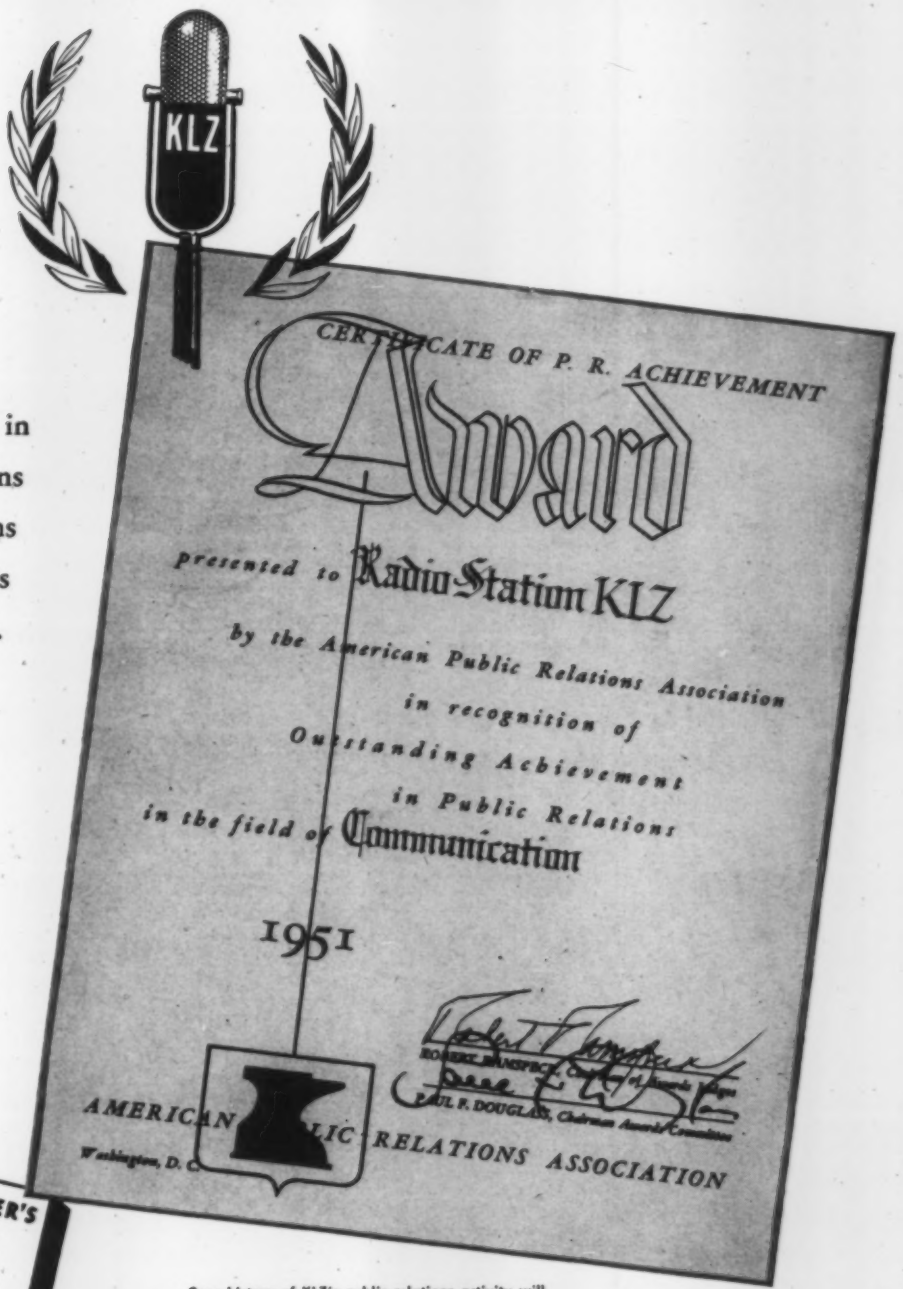
WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

...in recognition of

Outstanding Achievement in Public Relations



KLZ is the only station selected in 1951 for excellence in public relations by the American Public Relations Association. This high honor is acknowledged most gratefully.

Few, if any, stations can equal KLZ's award-winning record... consistent proof of leadership during 30 years of broadcasting in the public interest.

Case history of KLZ's public relations activity will be shown to various APRA chapters, after which it will remain available for study in the Library of Public Relations, George Washington University.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 HOOPER STATION

REPRESENTED NATIONALLY BY THE **KATZ AGENCY**

Sure to carry 118 counties every t

y time!

WCCO's popular local personalities are not the fellows to stay at home and rest on their laurels. These favorite sons of the Northwest—like Cedric Adams, George Grim, Bob DeHaven, Larry Haeg, Whoopee John, and the cast of Checkerboard Quiz—get out and win *more* friends (every one a listener)!

Last year, for example, they barnstormed from dawn 'til dusk through 153 Northwest towns (typical town: Waconia, Minnesota, where 1,500 out of a total population of 1,569 turned out to see farm expert Larry Haeg), putting on shows, shaking hands with the local folk ... and talking about WCCO, its programs, its sponsors and products. It all added up to a junket of almost 62,000 miles ... 230 personal appearances.

And how do these campaign trips affect listening? That's an easy one. Any way you check the popular vote, WCCO is the first choice of listeners in its 118-county area.* In fact, *virtually one out of every two families listening in this tremendous territory—day or night—is tuned to WCCO!**

To be sure your sales messages are carried and *listened to* throughout the great Northwest market, ask us to suggest the right candidate to take *your* case to the people and win sales for you ... every time.

Minneapolis—St. Paul **WCCO**
Represented by
CBS Radio Spot Sales

*BMB Daytime 50-100% Area, 1949.
*WCCO Listener Diary,
Fall 1950: 6 am—12 mid., 7 days.

COVERAGE ALONE ISN'T ENOUGH

Here's why WGST is the ideal Xmas gift to sales managers the year round: (1) Complete coverage of the ever expanding Atlanta market; (2) Top ABC and locally produced shows geared to the buying habits of Atlanta listeners; (3) High-powered merchandising support to wholesalers, retailers. Let the WGST staff gift wrap Atlanta for your product by contacting us or our national reps for availabilities.

GENEVA MEET

Frequency Plan Set

ANOTHER step in the long road to put into effect the 1947 Atlantic City frequency allocations among the nations of the world was taken last week as the 70-nation Extraordinary Administrative Radio Conference ended its deliberations in Geneva.

Agreement signed by all nations but U.S.S.R. and its satellites provided for a gradual period for changing over fixed, maritime and tropical broadcast and communications stations. Nations also agreed to review in 1955 the progress made. Efforts will be continued to draw up an acceptable high frequency broadcasting plan—relating mostly to international broadcasting frequencies (6-27 mc) which are also used internally in U.S.S.R., India, Central and South America.

Conference just ended, which ran August-December, was successor to the Provisional Frequency Board meeting in Geneva which ran from 1948 to 1950, but which was unsuccessful in getting the nations to agree on specific changes for stations to be transferred as a result of the Atlantic City treaty. The Atlantic City convention allocated service usages from 10 kc to 30,000 mc. In 1948 and 1949, aeronautical bands were successfully worked out, but other changes have run up against the intransigeance of the Soviet Union and its satellites—as well as the uncompromising requirements of other nations.

540 kc Crowded

Future of 540 kc as a broadcast wavelength in the United States is at stake in this latest agreement. At the Atlantic City conference, 540 kc was allocated to broadcast service in the North American region. Under pending NARBA treaty, 540 kc is allocated to Canada as a Class 1-A frequency. CBK Watrous, Saskatchewan, is already on this frequency with 50 kw. There is a 1-kw station on this frequency at Victoria de las Tunas, Cuba. XEWA at San Luis Potosi, Mexico, was reported on this frequency with 150 kw—but there is doubt that it is using this much power. The U.S. could put Class II stations on this frequency provided they protect the dominant Canadian station. Also to be evaluated are the effects of 540 kc on the international distress frequency of 500 kc.

Bymart Move

GENERAL offices—including advertising and promotion—of Bymart-Tintair Inc., manufacturer of the home hair coloring, were moved from New York last week to the company's recently acquired factory in Newark, N. J. Research, quality control, production, accounting and shipping departments moved into the six-story, 80,000-sq.-ft. structure during the summer.

LABOR STRIKES

Hit Electronic Firms

STRIKES called by the CIO electrical workers' union last week paralyzed sizable segments of two of the nation's largest electronic manufacturing firms.

The two companies were the Westinghouse Electric Corp., whose Buffalo plant has been tied up in a 10-week old strike, and the General Electric Co., with nine upstate New York plants idled. The union is the CIO-IUE (International Union of Electrical, Radio & Machine Workers).

The CIO union previously had filed a $200,000 suit in Federal District Court against Westinghouse of Louisville, charging a lockout of 180 union members at its Bowling Green, Ky. plant. The company later closed down the plant [B•T, Nov. 26].

More than 3,500 employes were idled at the GE plants as production workers walked out of GE's Electronics Park and other plants in a protest move involving seniority rights. A teamsters strike involving a second union also shut down construction work at the main GE building and research lab at Syracuse, N. Y.

Federal mediators met Wednesday and Thursday with Westinghouse representatives and union officials in Washington in an attempt to resolve a dispute in which some 5,600 Buffalo production employes walked out last Sept. 24.

Meanwhile, CIO-IUE President James B. Carey warned that he may call a general strike involving some 45,000 electrical workers in Westinghouse plants across the nation. Again, seniority issues were involved. Mediation Cyrus Ching presided over discussions.

WKHM MAKES DEBUT

Sister to WKMH Dearborn

WITH inverse call letter, WKMH Dearborn, Mich.'s new sister station, WKHM Jackson, Mich., took the air last Friday, the first new AM station in Jackson in nearly 25 years.

The outlet, which operates on 970 kc with 1 kw fulltime, is licensed to WKMH Inc. Walter Patterson is managing director. It is affiliated with MBS and LBS. An inaugural dinner was held Friday at the Hayes Hotel with 250 people attending, including the Michigan Governor.

Sarnoff at REC

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, will be the featured speaker at the Dec. 20 luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel. Meeting will commemorate the fiftieth anniversary of transoceanic wireless.

"What do you want for 37¢?"

37¢ won't stretch very far at your local meat counter these days.
But on WAVE radio — *37¢ will make 1000 sales impressions for you!*

(1000 television impressions would cost you 99¢ — 1000 by newspapers would cost you $8.94!)

Check Free & Peters for availabilities on WAVE radio!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

Advertisement

From where I sit
by Joe Marsh

Specs And I See Eye To Eye

Asked Specs Allen to go hunting last week. Known him all my life, so I wasn't surprised when he showed up with no guns. Specs doesn't like to kill anything.

Couldn't ask for a better hunting companion, though. We tramp around the woods, and whenever the dogs flush a bird, I blaze away while Specs just watches.

Told him once I was surprised he went along . . . feeling the way he does about shooting anything. "Well, Joe," he says, "you go ahead and do what you think is right and I'll stick to what I think is right. I've no call to dislike you for not seeing everything the way I see it."

From where I sit, open-mindedness is a wonderful quality. There are plenty of things Specs admires that *I* don't care for. Like his fondness for buttermilk. I'd rather have a glass of beer anytime . . . but Specs Allen and I don't let little differences get in the way of something big like friendship.

Joe Marsh

Copyright, 1949, United States Brewers Foundation

CAB VIEWS

Wants Separate Control

RECOMMENDATION to the Canadian Parliamentary Committee on Radio Broadcasting that a separate regulatory body be set up for radio control has been made by the Canadian Assn. of Broadcasters during hearings on broadcasting.

CAB also urged that the listener license fee of $2.50 a year be abolished, that control of newscasting and programming by the Canadian Broadcasting Corp. be eliminated and that only Canadian citizens be permitted to own TV and broadcasting stations there.

With leading Canadian broadcasters and counsel for the 104 members of the CAB appearing before the Radio Committee, members of Parliament were given answers to many questions on Canadian broadcasting.

T. J. Allard, CAB general manager, pointed out Canadian station owners are anxious to obtain TV station licenses because TV would cripple AM and FM broadcasting when it comes into operation in Canada. He estimated Canadian broadcasters could be on the air within 12 to 18 months after receiving their licenses and would be financed in their operations through sale of advertising.

Same Situation Exists

Mr. Allard stated, that before CBC and its predecessor came onto the scene the bulk of Canadian stations were not located in the major cities and few had connections with U. S. networks. Today the same situation prevails, he said, and the privately-owned stations cover the small communities of Canada. The private stations could operate a national service without cost to the taxpayer, he noted.

Harry Sedgwick, CFRB Toronto, told the committee members that it would cost about $150,000 to put a TV station on the air. He said the cost had come down considerably since he made his first application for a TV license some years ago. He had estimated cost then at $750,000.

Joseph Sedgewick, Toronto, counsel for CAB, urged abolition of the annual $2.50 license fee which now goes to the Canadian Broadcasting Corp. He would substitute the revenue with a government grant. He pointed to the expense, between $600,000 and $700,000, of collecting the annual fee, money which comes out of the general treasury and which could be better used for broadcasting.

TULSA sale is completed as Broadcaster Harry Schwartz (l) receives check in the $200,000 sale of KOME Tulsa to John Brown U. of Siloam Springs, Ark., licenseee of KUOA-AM-FM there and KGER Long Beach, Calif. [B•T, Sept. 24]. KOME is to be operated commercially as part of endowment properties of the educational institution. L. to r: Mr. Schwartz; Storm Whaley, vice president for radio, and John E. Brown, Jr., president of the Brown school interests. Control of station was assumed Nov. 16.

Gillin Awards

CANADIAN ASSN. of Broadcasters is asking member stations to submit presentations in quadruplicate on community services during 1951 for the second annual John J. Gillin Jr. Memorial Award. Judging is to be done during February and awards will be made at the March annual meeting of the CAB at Toronto. Reports on community services of stations are to be made to the CAB at 108 Sparks St., Ottawa, by Feb. 1.

CANADIAN MUSIC

Copyright Hearing Set

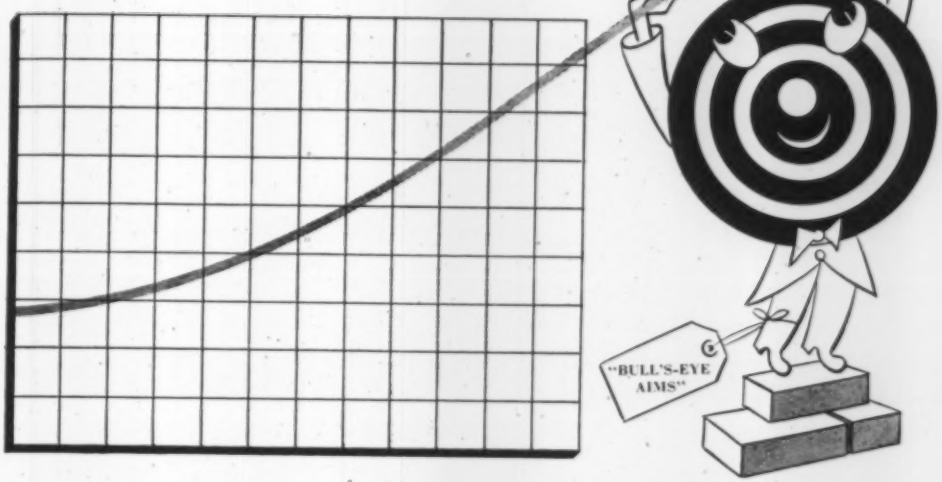
CANADIAN broadcasters are expected to know how much they will be paying for use of copyright music, other than BMI music, early in 1951, it is expected following the preliminary hearings of the Canadian Copyright Appeal Board at Ottawa late in November.

The board set Dec. 20-22 and Dec. 27-29 for hearings at which Composers, Authors & Publishers Assn. of Canada (CAPAC), the Dominion's ASCAP, will first present its brief asking more than double the present Canadian copyright fees plus a percentage of gross profits. This is the first time in 15 years that the board has asked CAPAC to present its case first.

Canadian broadcasters, through the Canadian Assn. of Broadcasters, feel that under this procedure it is possible that fees will be announced by the board for 1952 early in January, rather than late in the year as in other years.

ANNUAL "Radio Night" dinner of the Southern California chapter, American Assn. of Advertising Agencies will be held Dec. 11 at the Hollywood Roosevelt Hotel. Highlighting the evening will be the presentation by the Southern California Broadcasters Assn. of six case histories of current radio success stories in local, spot and regional network categories.

Leading Independent Radio Stations are Pushing Sales Curves UP!



JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

"In our 21 years of business, the past two years of continuous advertising over Station KITE have definitely done more for us than any other medium of advertising."

—To Radio Station KITE
San Antonio, Texas
from Deason Radio
Company
San Antonio

"Using only 5 spots on KYA, the Paramount Theater hoped to attract 200 persons to a preview. They were astounded when 750 persons showed up."

—Report from Radio Station KYA, San Francisco, California, of a commendation received from Paramount

It Will Pay You to do some *INDEPENDENT* THINKING

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading *independent* radio stations! Competition has kept them toughened up, made them today's best buy when you really want *profitable results.* You owe it to yourself to get the facts. Just write to any AIMS member listed below.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
WVKO —Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio

They are all members of AIMS — Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

He rings a bell with cash-register echoes

The miniature Liberty Bell on his mantel symbolizes a point of view shared by millions of his listeners. That's one reason why his nightly analyses of the news from Washington establish a rapport with his audience which rings cash-registers for his sponsors . . . and brings in folding money too!

As Mr. Joseph P. Wortz, vice-president of the Security Trust Company, wrote to Station WAMS, both of Wilmington, Delaware:

> "We have received letters of commendation regarding our sponsoring of the Fulton Lewis, Jr. program and we feel that we have written considerable new business as a result of this particular program."

The Fulton Lewis, Jr. program, currently sponsored on more than 370 stations by more than 570 advertisers, offers local advertisers a ready-made audience at local time cost. There may be an opening in your locality. Check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

UNION MERGER

UCLA, Cornell to Study

ACTORS and Chorus Equities took definitive stand on the proposed merger of American Federation of Radio Artists and Television Authority—scheduled for consideration at the latter's three-day convention which started Friday in New York, by announcing Thursday they will sponsor a resolution at the convention calculated to solve problems of merger of all performers' unions and TVA.

Accepting an offer by the U. of California at Los Angeles and Cornell U. to make a study of the problems and to blueprint a solution, the equity councils have pledged to follow the suggestion through until a merger is effected and to recommend like action to TVA and Associated Actors and Artists of America, parent body of entertainers' unions.

Study was offered by the colleges as a public service and will be supervised by E. L. Warren, dean of the Institute of Industrial Relations at UCLA; M. P. Catherwood, dean of the New York State School of Industrial and Labor Relations at Cornell; L. P. Adams, director of research at Cornell, and others.

Councils of the two equities adopted the resolution unanimously and asserted that, in rejecting previous offers to merge, they have always been on record as supporting such action. This surprise move, which came on eve of TVA convention, was announced in New York by Louis M. Simon, executive secretary of Actors Equity Association.

D. C. NETWORK

Names Forjoe, Ups Spot

METROPOLITAN Network has appointed Forjoe & Co. as its national sales representative, it was announced Wednesday by Joseph Brechner, WGAY Silver Spring, Md., chairman of the network. Also announced was an increased national spot rate.

The network is made up of independents located in suburban Washington, D. C. They are WARL Arlington, Va.; WFAX Falls Church, Va.; WGAY; WPIK Alexandria, Va., and WUST Bethesda-Washington. Effective Jan. 1, the national spot rate goes up from $24 to $30.

Stations' time can be purchased as a unit for either announcements or programs. The network was formed in 1950 as a joint sales effort of the daytime-only outlets. In announcing the appointment of Forjoe, the network pointed out that WWDC Washington, formerly independent and now affiliated with MBS, had been represented by the firm and that Forjoe "was credited with a large portion of the phenomenal success" of WWDC in developing national spot business.

FLOOD AID

Stations Help Italians

MORE THAN $21,000 was collected in 10 days from listeners in the New York area by WOV, bilingual independent which broadcasts in Italian 10½ hours daily, when the station asked for donations to help flood victims in Northern Italy.

After the first appeal, it was no longer necessary to ask Americans to help, but merely to tell them how, Arnold Hartley, WOV vice president, told Italians via a Voice of America goodwill broadcast. In several instances, he said, self-appointed chairmen solicited funds from their neighbors and brought the money—and signatures of the donors—to the station in person.

WSTV Steubenville, Ohio, Nov. 25 appealed on its oldest weekly radio show, *Neapolitan Serenade*, for contributions for victims of Italy's flooded Po River Valley. Listeners responded with pledges of contributions amounting to $1,411 two hours after the first appeal was aired.

So great was the response that WSTV extended the campaign until Dec. 2. An Italian language program aired Sunday at 11 a.m., *Neapolitan Serenade* celebrated its 11th anniversary last month. Star of the show is Camillo DeLucia, its originator and former Victor recording artist. Mr. DeLucia launched his appeal following a request from the Italian Embassy.

CROSLEY PRODUCTS

New York Division Set

CREATION of two new divisions within the Crosley Distributing Corp. of New York—an electronics division to handle all radio and TV set sales and an appliance division to handle sales of refrigerators, electric ranges, kitchens, air conditioners, disposers and freezers—was announced last week.

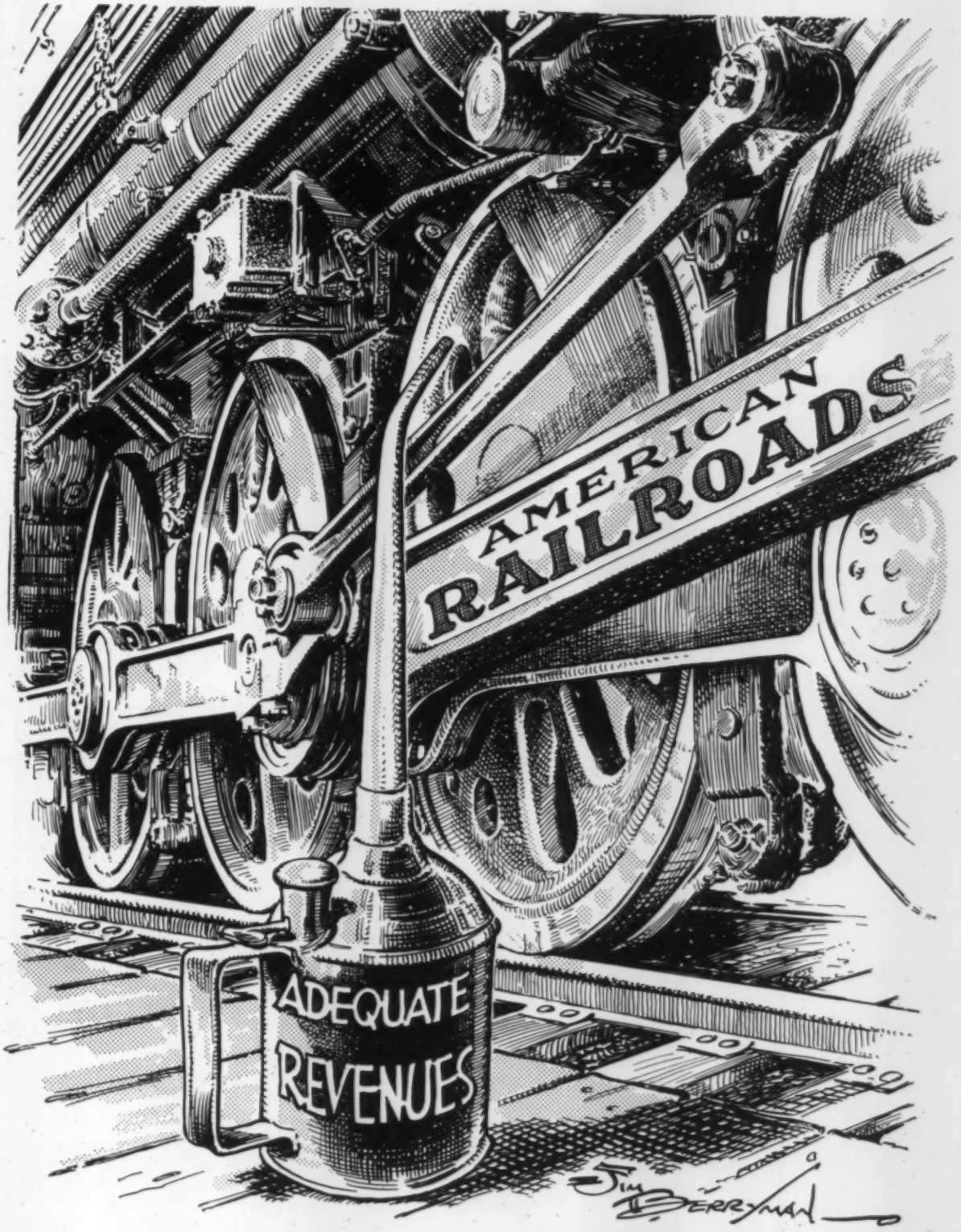
W. C. Conley Jr., vice president of Crosley Distributing Corp. in charge of branches, said Paul A. Hilton, former assistant branch manager of CDC, New York, is manager of the electronics division. W. J. O'Brien, former branch manager of CDC, New York, heads appliance division.

The entire New York operation is supervised by Lloyd Dopkins, for several years national manager of direct dealer sales for the Crosley Division of Avco Mfg. Corp., who was named general manager of CDC's New York branch.

The reorganization, part of an expansion of retailing operation in the New York area, became effective Dec. 1.

EXIT 51, news review of the year, and *Sports Highlights of 1951* are being offered as half-hour productions—open-ended for commercial inserts—by television department of INS.

WHAT IT TAKES !



for the ASSOCIATION OF AMERICAN RAILROADS

WOW! 317 STAT SPONSORS

IRENE **DUNNE** AND FRED **MacMURRAY**

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU
Including Three Full-Length Selling Commercials!

EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST
★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!

Stations from coast to coast report: Breweries Are Buying! Public Utilities Are Buying! Auto Dealers Are Buying! Newspapers Are Buying! Food Stores Are Buying! Yes! Everybody's Buying the New Show That's the Sensation of the Industry!

THIS ONE WILL PLEASE THOSE HARD-TO-PLEASE SPONSORS...

WIRE TODAY!

TIONS SIGNED IN FIRST 60 DAYS!

WDBJ, Roanoke, Virginia. Sold to Striet-mann Biscuit Company!

WORZ, Orlando, Florida Sold to Orlando Fletcher Motors, Inc.

WJER, Dover, Ohio Sold to Westinghouse Dealer!

KTBS, Shreveport, Louisiana. Sold to Pak-A-Sak Food Stores!

WIRK, West Palm Beach, Florida. Sold to Orange Crush Bottling Company!

WUSJ, Lockport, New York. Sold to Pies Furniture Store!

WFBM, Indianapolis, Indiana. Sold to Hudepohl Brewing Company!

KFYO, Lubbock, Texas Sold to Southwestern Public Service Company!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

editorial

Boca Raton Postlude

ALTHOUGH it doesn't show on the record books, there was complete agreement on one salient point at the Boca Raton Convention of NBC, Nov. 28-Dec. 1. That was on the interdependence and mutuality of interest of networks and affiliates.

Because a majority of the affiliates either did not understand or were opposed to NBC's new rate plan, they voted better than 3-1 that it be held in abeyance pending further research.

Originally NBC had talked about Jan. 1 as a target date. The fact that even before the proceedings started it announced July 1 as the effective date would indicate that the network itself desired more time in which to evolve its final plan.

Despite the vote of affiliates, NBC will seek to accomplish its task by individual negotiation. Its officials will contact stations in key markets beginning at once.

Before the meeting, NBC's top echelon was confident that the plan would win approval. It developed, however, that they were overoptimistic. NBC President Joseph H. McConnell, who won the approbation even of those affiliates who opposed the plan, was forthright in his exposition of NBC's proposals. He frankly told affiliates at the concluding sessions that he was "quite shocked" at the reaction.

The fact is that only a handful of NBC's nearly 200 affiliates knew how the plan would affect them. They could not understand why radio rates should be tied into television penetration. They objected also to the use of three-year-old BMB data as the circulation base.

There was little disagreement about the desirability of evolving a scientific economic base for rate-making purposes. The rub was over the ingredients used and the methods employed. There was strong disapproval of the negative approach which some felt was tantamount to an admission that radio isn't worth as much as it used to be and this at a time when set ownership is at its highest peak.

Among the most outspoken in opposing use of the TV penetration factor were the operators of both radio and TV stations. They argued, in some instances, that they are enjoying unprecedented radio business despite having TV under the same roof.

In contrast with the joint network-affiliate radio sessions, the television meeting was short and sweet. TV, the glamor medium, is riding on momentum. Radio, perforce, finds itself at the hard rock stage in network relationship. It now is being sold as the lowest cost mass medium.

But it wasn't all radio sack-cloth and ashes at Boca Raton. Affiliates were impressed with the vigor of NBC's new radio selling team—Jack Herbert and Fred Dodge. They bristled with ideas. They intend to use selling gimmicks. The new merchandising plan was voted unanimously, introducing at the network level a tool employed effectively over the years by individual stations, notably WLW Cincinnati.

Whatever the emotions, that which emerged at Boca Raton proved enlightening to both sides. There was the recognition that network operation is a two-way street. And the eyes of some of NBC's top brass must have been opened on a number of counts.

Somewhere along the line there will be hammered out an equitable plan. It must be a plan assuring the networks a return. It must provide affiliates with the tools that will allow them to receive adequate compensation for their facilities from local and national spot advertisers, and in sufficient volume and at rates that will be justly compensatory and absorb constantly increasing operating costs. It must take into account the truism that no medium ever progressed by retreating.

A network is no stronger than the sum total of its affiliates. The network in turn, provides indispensable service to the affiliates. They must work together, make sacrifices together, thrive together.

They must sell their medium for all its worth. And, as we have been saying all along, radio is worth more than it's selling for.

Blind Spot

NATIONAL SPOT net time sales in 1950 reached a total of $120 million. In 1951 they promise to surpass even that record total. Compare this with the network net figure for 1950 of $121 million and the probability that network totals will be less in 1951 and you see how important national spot has become in radio.

Yet nearly every study prepared by, and for, the printed media during 1951 has blandly chosen to ignore national spot, actually a major segment of the "millionaires' " radio dollar.

Most recent case in point is the current series in *Printer's Ink* intended to show how the 222 leading advertisers spend their advertising dollars. The articles are based, insofar as radio and television are concerned, on Publishers Information Bureau figures, which estimate network gross billings before frequency discounts and allowances. PIB does not cover national spot billings.

Yet this series bypasses the national spot segment of national advertisers' spending while accepting *Media Records* for newspapers. Using this wholly inaccurate base it comes up with the conclusion that newspaper is the major medium used by leading advertisers, magazine is second and radio comes in a poor third. It seems logical to believe that if this researcher had included national spot as well as network figures the conclusions reached would, inevitably, have given radio a figure twice as large as is credited in this article. Broadcasting would have led all media—far out in front of both newspapers and magazines.

We have no quarrel with the editors of *Printer's Ink* except to point out that their researcher has fallen into the old trap of using the easily available PIB figures while ignoring the less publicized national spot totals. But we do feel that it is time for broadcasters to verbally point with pride to their imposing all-time record.

"Wherever you go there's radio" indeed—and more times than not that radio is sponsored by one of the 222 big advertisers mentioned in this article.

In 1951 radio's net time sales will rise well above the $425 million total of 1950. They will reach this new peak in spite of a probable declining network volume caused by rate adjustments. Booming national spot and local volume will make up the difference.

Major advertisers long ago discovered the power of national spot and have poured more and more of their advertising dollars into the medium. It is time the advertising world gives that fact the attention it deserves.

our respects to:

GEORGE WILKINS HARVEY

THE RADIO story of George W. Harvey is one of fountain pens. For it has been these instruments which have played the greatest part in placing Mr. Harvey in his new post of general manager of WFLA-AM-FM Tampa, Fla., and his name on the lips of those who pursue the broadcast arts.

Mr. Harvey's fountain pen got its first big workout 16 years ago. As a member of the sales staff of the *Chicago Tribune's* WGN, Mr. Harvey cut his teeth in radio selling.

During his association with WGN, Mr. Harvey was "loaned out" with fountain pen to MBS's newly-formed midwest office. There, he sold such network shows as *Keep Thin to Music* (calisthenics), *American Radio Warblers* and Wheeling Steel Co.'s *Steelmakers*.

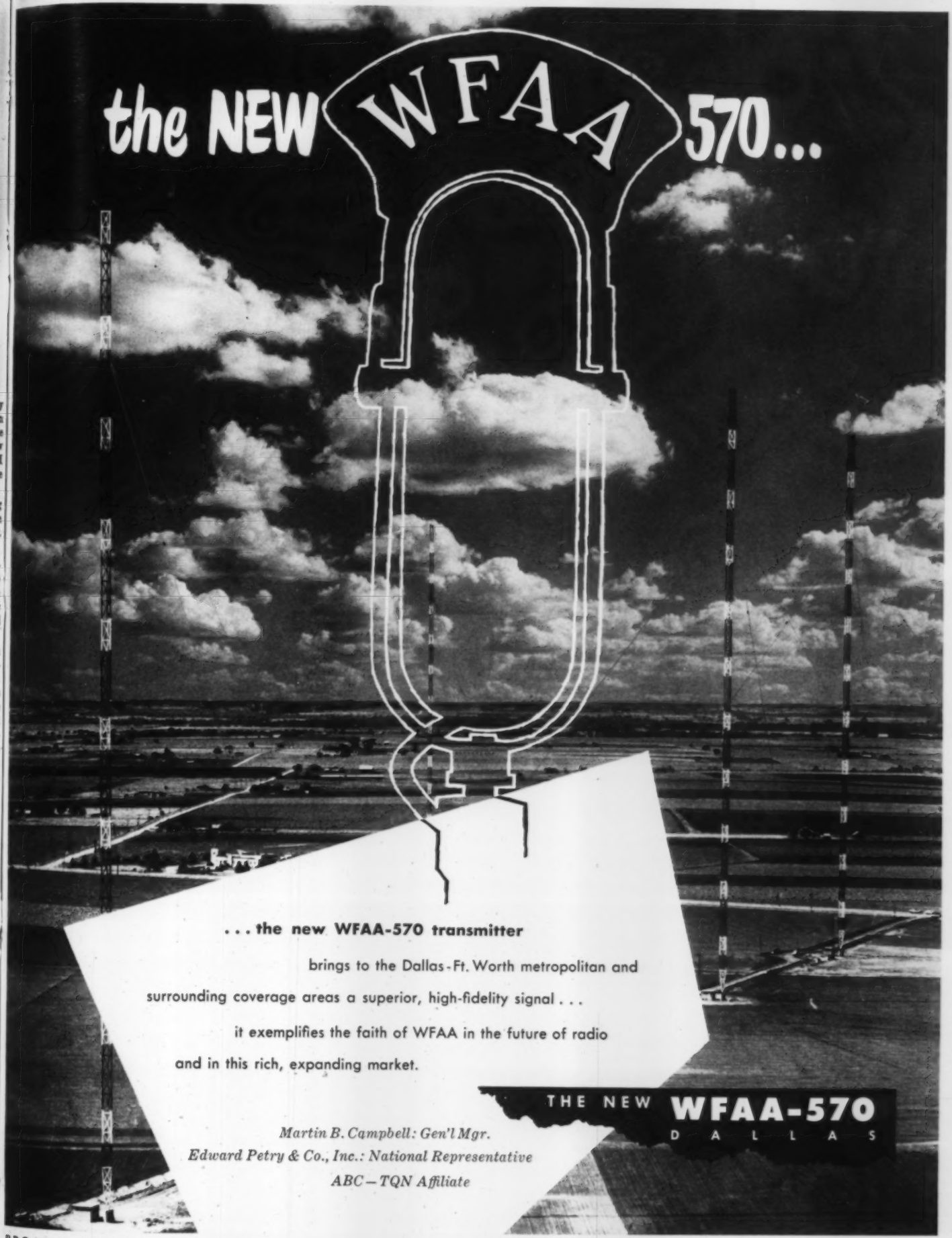
WGN called Mr. Harvey and fountain pen back. And with them came some of the station's most enduring and largest accounts: The Walgreen Co., which started nine hours a week of news; the Nelson Bros. Furniture Co., the Hirsch Clothing Co., and the Local Loan Co. These are only a few blue chip accounts started 15 years ago and still on the station today. Mr. Harvey and fountain pen were responsible for selling over a million dollars of local and national billings.

These inseparables, who seemed made for each other, turned up again in 1942, the year Mr. Harvey was sent to New York to head up WGN's eastern sales office. For 4½ years the ink flowed—and so did large national accounts in New York and Philadelphia to the home office in Chicago. For his first 1½ years in New York Mr. Harvey was on his own. During that time he developed the business until it represented one-third of the station's total revenue. After that initial thrust, a salesman was added to help keep abreast of the expanding national business.

Mr. Harvey also has been active in the good fellowship phase of the broadcast business. In New York, he was an associate member of the Radio Executives Club, member of the Yale Club and belonged to the Huguenot Yacht Club where he kept a 34-ft. cruiser on which he entertained radio people weekends.

In Gotham, television and Mr. Harvey's interest in the new medium, sprouted. In late 1946 and early 1947, the WGN sales executive visited the New York stations then operating to learn all he could about the electronics baby. Not content to keep facts and figures to himself, Mr. Harvey authored a detailed report on the television industry. Reprints of

(Continued on page 68)


the NEW WFAA 570...
. . . the new WFAA-570 transmitter
brings to the Dallas-Ft. Worth metropolitan and
surrounding coverage areas a superior, high-fidelity signal . . .
it exemplifies the faith of WFAA in the future of radio
and in this rich, expanding market.
THE NEW WFAA-570
DALLAS
Martin B. Campbell: Gen'l Mgr.
Edward Petry & Co., Inc.: National Representative
ABC—TQN Affiliate

COLOSSUS of the CAROLINAS

WBT

CHARLOTTE, N. C.

THE BIGGEST SINGLE ADVERTISING MEDIUM IN THE TWO CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

GUEDEL AWARDS

Offered in Radio, TV

AIMING to make radio and television more aware of its obligation to the public, Guedel's Dinky Foundation will offer two awards of $1,000 each to the sponsored transcontinental radio and television programs with the best public service message during 1951.

The foundation, organized for charitable purposes three years ago by John Guedel, head of John Guedel Productions, Hollywood radio and TV packaging firm, has devoted considerable effort cooperating with government agencies in combatting communism.

To be eligible, program producers must send scripts, recordings or film clips of what they consider their best efforts to the Guedel office, 1680 N. Vine Street, Hollywood, before Dec. 31. The awards will be made by March 1.

Mr. Guedel hopes the awards may give new importance to radio and TV's obligation to such public projects as collecting blood, selling the Community Chest and combatting communism.

Project has the approval of the Advertising Council.

ABC SOUND EFFECTS

IATSE Wins Election

RADIO AND TV sound-effects technicians of ABC in New York have voted the International Alliance of Theatrical Stage Employes (AFL) as their bargaining agent. Only one vote was cast for National Assn. of Broadcast Engineers and Technicians (CIO), which had represented the employes until their contract expired Oct. 31.

In granting the IATSE petition for an election, the NLRB had rejected the NABET contention that sound-effects technicians should be merged with an existing unit of engineers. "The sound effects personnel constitutes a division of the program department, which is concerned with the artistic quality of broadcasts," the NLRB decision said. "The engineering department . . . is responsible for the transmission of the artistic effects through the electronic process" [B•T, Nov. 26].

ABC Day Serials

A BLOCK of five quarter-hours of daytime dramas will be carried in ABC Radio's afternoon schedule starting today (Monday), when Lever Bros.' *Joyce Jordan, M.D.* commences in the 3:30-3:45 p.m. slot. *Mary Marlin*, a sustainer formerly heard 3:30-3:45 p.m., moves back to the 3:15-3:30 period while the drama lineup following *Joyce Jordan* remains unchanged: 3:45-4 p.m., *Strange Romance of Evelyn Winters*, sponsored by Philip Morris & Co.'s 4-4:45 p.m., *Valiant Lady*, sustainer, and 4:15-4:30 p.m., *Marriage for Two*, also sustainer.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK OCTOBER 21-27, 1951
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average for All Programs)	(7.0)
1	Lux Radio Theatre (CBS)	15.6
2	Jack Benny (CBS)	13.2
3	Arthur Godfrey's Scouts (CBS)	12.4
4	Amos 'n' Andy (CBS)	12.3
5	Charlie McCarthy Show (CBS)	11.7
6	Mr. and Mrs. North (CBS)	11.4
7	You Bet Your Life (NBC)	11.3
8	Bob Hawk (CBS)	11.0
9	People Are Funny (CBS)	11.0
10	Life with Luigi (CBS)	10.9
	EVENING, MULTI-WEEKLY (Average for All Programs)	(4.7)
1	Beulah (CBS)	7.5
2	Lone Ranger (ABC)	6.9
3	News of the World (NBC)	6.7
	WEEKDAY (Average for All Programs)	(4.5)
1	Romance of Helen Trent (CBS)	8.1
2	Our Gal, Sunday (CBS)	8.0
3	Pepper Young's Family (NBC)	7.7
4	Ma Perkins (CBS)	7.6
5	Arthur Godfrey (Liggett & Myers) (CBS)	7.5
6	Big Sister (CBS)	7.4
7	Guiding Light (CBS)	7.3
8	Wendy Warren and the News (CBS)	7.3
9	Road of Life (NBC)	7.1
10	Aunt Jenny (CBS)	7.0
	DAY, SUNDAY (Average for All Programs)	(2.3)
1	True Detective Mysteries (MBS)	6.3
2	The Shadow (MBS)	5.3
3	Martin Kane, Private Eye (NBC)	4.7
	DAY, SATURDAY (Average for All Programs)	(3.9)
1	Theatre of Today (CBS)	7.0
2	Stars Over Hollywood (CBS)	6.9
3	Grand Central Station (CBS)	6.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average Audience basis is used.

Copyright by A. C. Nielsen Co.

HUGH D. McKAY

Ad Executive Dies

HUGH DEANE McKAY, 55, since 1947 a vice president of the L. H. Hartman Inc., New York advertising agency, died Nov. 30 in New York's Roosevelt hospital after a heart attack.

An advertising man with international experience, Mr. McKay started with Frank Seaman Inc. in 1919. He became copy chief with Lord & Thomas, working in New York and Chicago offices of that company from 1922 to 1930, and spent the next four years with Joseph Katz Co., where he was general manager. He was advertising director for Colgate-Palmolive-Peet Co., working chiefly in Europe from 1934 to 1939 and in New York from 1939 to 1941. Later, he handled accounts for the Institute of Public Relations and founded Brand Names Research Foundation in 1943. From 1945 to 1947, Mr. McKay was executive vice president of Maxon Inc., New York.

He is survived by his wife, the former Catherine Gardner, and two sons, Hugh Jr, and George Gardner McKay. Funeral services were held in New York Dec. 2.

LUELLA HOSKINS, formerly with U. S. occupation forces in Japan on an advisory basis supervising scripts has joined staff of Assn. of Junior Leagues of America Inc., New York, as consultant on radio and television.

BEFORE YOU DECIDE ON YOUR **NEXT** SCHEDULE in the DETROIT Area

See How Much MORE You Get Using

CKLW

and its 50,000 watts

AT THE LOWEST RATE OF ANY MAJOR STATION IN THIS MARKET

Guardian Bldg. • *Detroit 26,*

Adam J. Young, Jr., Inc. National Rep.

J. E. Campeau President

Where did this car come from?

Most of us think that new cars come from big auto-making cities.

But the fact is, new automobiles are assembled in these cities—but their hundreds of parts come from every state in the union!

Bringing in these parts involves plenty of expert timing. A few missing pieces can slow up production seriously. A few missing doorhandles can stop an assembly line!

But the auto makers never let that line stop. They keep their cars rolling by using the speed of planes. They bring in needed parts by Air Express!

Today, with increased production for defense, Air Express speed helps keep the tanks and planes rolling, too. Whatever your business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

For an EFFECTIVE IMPRESSION -

To get the BIGGEST BITE of the ST. LOUIS AUDIENCE -

At the LOWEST COST PER 1000 -

USE KWK!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

We Pay Our Respects

(Continued from page 64)

the reports circulated among agencies there and were used extensively to acquaint their media departments and account executives with video.

With this background, Mr. Harvey easily assumed the post of sales manager of WGN-TV Chicago when that station took the air in 1948. But before returning to Chicago, Mr. Harvey got out his fountain pen and annexed the sale for the Chicago Cubs and White Sox baseball schedules as well as Big Ten Conference football contests. That was a big cash register number that year for Chicago, and only this spring, Mr. Harvey, who doesn't blink at a repeat performance, concluded a half million dollar sale, including baseball as well as six half-hour Class A periods, to a West Coast manufacturer.

Mr. Harvey and his fountain pen were needed at WGN-TV, for those were the days of continuing losses. His cure was the novel and the daring. He injected a plan for daytime television. He conjured the tie-in of a production-talent contract reimbursing good showman ideas with a percentage of the participations sold. Still other fresh ideas blossomed and WGN-TV sales expanded.

Mr. Harvey was born on Chicago's South Side Aug. 3, 1903. His father, Dr. William S. Harvey, was a prominent physician. His mother, Alice F. Harvey, was of Mobile and New Orleans.

U. of Chicago Graduate

He was educated at the Organic School, Fairhope, Ala., the Todd School, Woodstock, Ill., the Phillips Exeter Academy, Exeter, N. H., and the U. of Chicago (with a Ph.B., 1925). He was a member of the track team, was active in dramatics and a member of the Delta Kappa Epsilon fraternity.

Mr. Harvey was one of 20 college graduates selected by the National Cash Register Co. to attend training in Dayton, Ohio. After six months, he was sent to Milwaukee, where he handled the business end of the office. Later, he became a salesman, specializing in the installation of bank accounting machine systems.

In 1928, he joined the advertising staff of *Motor Magazine*, an international trade journal, as salesman in the Chicago office. From there he went to the Wilkening Mfg. Co., Philadelphia (Pedrick piston rings) where he sold in the western office; then, he advanced to the New York City territory. Three years later, he was helping the Behr-Manning Corp. open up the area from Pittsburgh to Denver.

Two years later, Mr. Harvey introduced himself to radio by taking a sales job with WGN.

As a purveyor of information in the broadcast media, Mr. Harvey is a self-made expert. The Chicago Television Council, for example, was getting up steam in 1948, and Mr. Harvey, a member of the executive committee, was instrumental in choosing speakers for the 1949 three-day convention.

In 1949, he invited NAB officials to attend a council luncheon plump in the middle of the broadcasters' convention in Chicago. This shirtsleeves session was the first national television sales managers committee meeting. He headed the council in 1950, and was called upon to be its vice president in 1952.

Mr. Harvey was named general manager of WFLA-AM-FM last October, taking over duties Nov. 5. WFLA is a 5-kw NBC affiliate, owned and operated by The Tribune Co., which also publishes *The Tampa Tribune*.

When he was appointed, it was announced: "In Tampa he [Mr. Harvey] will be expected to increase service of the WFLA radio stations as well as prepare for opening of television when the FCC 'freeze' is lifted." That calls for another filled fountain pen.

Mr. Harvey married Elizabeth Drake, daughter of John B. Drake, one of the builders of the Chicago Hotel of that name, in 1935. They have two sons, George W. Harvey Jr., 10, and John Williams, 5. His hobbies are salty—chiefly sailing and yachting.

SPECIAL luncheon was held to mark opening of new Esso Standard Oil Co. station in Wilmington, Del., where Roger Holmes (c) is Esso Reporter on WDEL. Chatting with Mr. Holmes and Judson C. Dimling (r), Wilmington Esso district manager, is Stanley C. Hope, Esso president. Regular WDEL Esso broadcast at 12:55 p. m. was held at the luncheon, with 50 guests attending. New Esso station is located in city's new $20 million Merchandise Mart.

KXLR Little Rock, Ark., has signed with Charles Michelson Inc., New York, producers of radio and TV transcriptions, to carry an hour of mysteries across the board from 2-3 p.m. daily. Transcribed shows—to be offered for local spot sales—include *The Avenger*, *The Sealed Book*, *Danger Dr. Danfeld*, and *Strange Wills*. Emil Pouzar of KXLR completed arrangements with Charles Michelson, president of transcription firm.

"till forbid..."

Seventy percent of WLAV advertisers remain on WLAV—so long that we'll wager they've forgotten the date of signing. We're listing a few here because they deserve our national thanks. And, too, they're the truest testimonial to the power of radio and of WLAV to deliver more listeners and more sales for each dollar invested. More than incidentally, it's a list on which *you* belong. And soon.

11 YEARS
Boston Store
Mich. Gas Co.
Holsum Bread

10 YEARS
Bennett Fuel
Burkholder Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

9 YEARS
Economy Shoes
Fox Brewing Co.
Sears Roebuck
Texas Company

8 YEARS
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Company

6 YEARS
Baxter Laundry
Chase & Sanborn
Cody Cafeteria
Elston Storage
Frost Pack
Jergens
Philco
Swift & Co.

5 YEARS
A C Spark Plugs

4 YEARS
J & J Music Co.

3 YEARS
Atlas Brewing
Galewood Outfitting
Griffin Shoe Polish
Lever Brothers
P. Lorillard
Republic Distributing

...but never forbid

WLAV

Grand Rapids, Mich.
AM-FM • ABC for
Michigan's Second Market

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 25 OF A SERIES

FOR YOUR INFORMATION:

Since this is the traditional year-end round-up time for the Fourth Estate, here's a brief word-picture of the Oil Industry Information Committee, its objective and its plans for 1952.

To begin with, the OIIC is the public relations arm of the American Petroleum Institute, a non-profit organization. It is composed of more than 20,000 volunteer oilmen in every state of the Union. These volunteers function under the guidance of 12 district offices. Their sole objective is: "To help reaffirm the faith of the American people that their individual interests, as well as those of the nation, in peace or war, are best served by competitive, privately-managed oil businesses."

They have faith in this country's system of free enterprise. They want to spread that gospel from coast to coast, and from border to border – to remind the American people that our high standards of living are the fruits of freedom; that this freedom of men and enterprise must continue to prevail if future generations are to be enriched with the increasing blessings that have made this country the envy of the world.

To help carry that message to the American people in the coming year, the Committee members will seek to reach four major audiences through special emphasis during quarterly intervals.

The first three months of the year will be devoted to the farmers and the rural audience, stressing how the integration of oil and agriculture have helped to keep this country's bread-basket overflowing. The role of oil in the women's world - what it has done to help free them from the drudgery of the past – will be emphasized in the second quarter. The third quarter will be used to prepare for the fifth annual observance of Oil Progress Week - the seven day period in which oilmen make direct reports to their communities on their progress and the economic climate which makes it possible. The final 90 days of the year will be devoted to analysis and clarification of the industry's major economic and social problems for the nation's educators and community leaders.

National advertising in 1952 will follow the 1951 news-and-photo pattern in magazines, the trade press and in advertising and professional periodicals. Special kits of mats and copy will be made available again to the nation's newspapers for spring and fall tie-in campaigns. These kits resulted in millions of lines of industry advertising in the current year. All 1952 copy will be themed strongly to the Committee's basic message - that free men and free enterprise have made this country the stronghold of democracy, and that all future social, economic and civic progress must have the same climate if it is to be continued.

For further information about the OIIC program, or about the oil business itself, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

front office

JACK BLACK, program director WNOR Norfolk, Va., appointed assistant to general manager. Mr. Black was recently elected to station board of directors.

JOHN TILLMAN, supervisor of night operations WPIX-TV New York, named night manager.

HAROLD G. PRICE, technical director and assistant manager of Rounsaville Stations (WBAC Cleveland, WBEJ Elizabethton-Johnson City, Tenn., WQXI Atlanta, Ga., and WLOU Louisville, Ky.), recalled to active duty as Lt. Colonel in Army Signal Corps. He reports to Ft. Monmouth, N. J. **PAUL CRAM**, chief engineer WAGA-AM-FM-TV Atlanta, succeeds Mr. Price as technical director.

HOWARD J. SILBAR, promotion director WOOD-AM-TV Grand Rapids, Mich., appointed sales service manager, directly assisting the general manager. **DAVE HOYLE** will succeed Mr. Silbar, as promotion director.

B. M. PRENDERGAST, sales department KXOK-FM St. Louis, transferred to sales staff KXOK-AM.

DON GOLDBERGER appointed to sales staff WERE Cleveland. He was with WBNS (TV) Columbus.

W. H. CLARK, sales representative Canadian Broadcasting Corp., Toronto, named supervisor of commercial acceptance, succeeding **W. R. JOHNSTON**, who was appointed assistant commercial manager recently.

W. G. CARPENTIER, sales representative CBC Winnipeg, moved to same post at Toronto.

N·W·AYER & SON INC.

Mr. Phil Davis
Phil Davis Musical Enterprises, Inc.
1650 Broadway
New York 19, New York

Dear Phil:

In the conception, creation and production of the new spots you and your staff have excelled again. We at the agency and the client have approved them with great enthusiasm. We'll be calling on you when we have a new problem.

Sincerely,

Joseph R. Stauffer
N. W. AYER & SON, INC.
RADIO & TELEVISION DEPT.

October 31, 1950
JRS/mr

Musical Commercials for Radio and TV
PHIL DAVIS MUSICAL ENTERPRISES, INC.
1650 BROADWAY, NEW YORK 19, N. Y. • COlumbus 5-8148

GENE CLARK, Los Angeles free lance radio writer, named program-sales coordinator, KHJ Hollywood and Don Lee Broadcasting System.

JOHN W. McQUIRE, director of advertising for Anahist Co., and official of American Newspaper Advertising Network, named account executive in television sales department ABC-TV.

JOHN P. MEAGHER, account executive KYW Philadelphia, named radio information officer in public liaison office of Public Affairs Div. of the Dept. of State, Washington, D. C. **WILLIAM F. SHERRY**, commercial manager WKDN Camden, succeeds Mr. Meagher on station sales staff.

JEAN DESY, Canadian ambassador to Italy, appointed director general of International Service of Canadian Broadcasting Corp., for limited time, starting Jan. 1. Mr. Desy, a career diplomat of the Canadian Department of External Affairs, will remain Canadian Ambassador to Italy, and will advise CBC on type of shortwave programs to direct to European countries.

JAMES SWEET, manager KIHO Sioux Falls, S. D., named to network sales staff CBS Radio, Chicago.

BARRY FARQUHAR, export sales of type-setting machines Intertype Corp., N. Y., named advertising sales representative WMTR Morristown, N. J. He succeeds **CLEM T. LOWDEN**, who resigned to take an advertising sales post with WBBM Chicago.

TOM EWING, KING Seattle, to Alaska Broadcasting System, as account executive servicing accounts in Seattle and northwest areas. Appointment is in line with "tremendous increase in national business," ABS spokesman said last week.

ROBERT A. MONROE, sales staff WKEV Griffin, Ga., to World Broadcasting System Inc. as field sales representative, effective immediately.

WALTER RUBENS named promotion manager WIND Chicago, succeeding **GRETA MORGAN**, resigned to be married.

Personals . . .

ROBERT FORKER, regional sales manager, and **JULIUS GLASS**, promotion manager WGAR Cleveland, elected to board of directors Associated Grocery Manufacturers' Representatives. . . . **CLARK L. DOZER**, station manager WCMW Canton, Ohio, appeared as guest speaker recent luncheon meeting of Advertising Club of Canton. . . . **JOHN ELWOOD**, director of Radio Free Asia, S. F., appointed to California State College Council, newly formed body to study efficient administration of California's 11 State colleges. . . . **G. RICHARD SHAFTO**, general manager WIS Columbia, S. C., named chairman of campaign committee for local Community Chest.

VIR N. JAMES, owner and operator KVRH Salida, Colo., accepted award on behalf of station from President's committee on employment of the handicapped. Award was made in "recognition of the outstanding efforts in promoting equal opportunity in employment for the physically handicapped."

WNHC SEPARATION

Splits AM, TV Stations

WNHC-AM-TV New Haven, Conn., separated its radio and television operations last week when the station formally opened its new radio building, located next to its former studios, which will be retained for TV purposes only.

New building is a converted four-story brownstone house. It contains two studios and a control room on ground floor, a news and programming department on the second and third floors, and publicity and photographic departments on the top floor. An adjoining building has been acquired by WNHC and will be renovated and added to the radio building early next year to provide executive offices and additional clerical space.

'52 BASEBALL

KXOK to Air Browns

KXOK St. Louis will broadcast all the St. Louis Browns games during the upcoming season, C. L. Thomas, KXOK Inc. general manager, announced last week. The Falstaff Brewing Corp. has signed as sponsor.

All road games, as well as home games, will be aired. Mr. Thomas said this will be the first time in the baseball club's history that all road games are aired from the playing fields.

Bud Blattner has been signed again as regular announcer. Dizzy Dean will share the KXOX announcer's booth from time to time.

In addition to the 154 regular season games, KXOK is to carry 35 pre-season Browns' games.

Graybar announces the AMPEX
ADVANCED SERIES 400 TAPE RECORDERS

Here are the newest additions to the well-known line of Ampex magnetic tape recording and playback machines:

Model 400-A
—with half-track head

Model 401-A
—with full-track head

Graybar-distributed Ampex units are available in both portable styles or for studio rack-mounted installations. Popularly priced, yet providing complete electronic control of all operations, they offer new highs in both fidelity and economy of operation.

Here are some of the more outstanding features of the new *Series 400:*

Now, one reel of tape does the work of four! Ampex *Advanced Series 400* recorders offer remarkable tape-saving economies. In the photograph above, you see only four tape reels now needed to record the identical program contained in the sixteen rolls shown on the table – a saving of 75%. Thanks to 15,000 cycle performance at 7½ ips on but half the tape width, *only Ampex recorders permit such a drastic reduction in tape consumption.*

- **PUSH BUTTON OPERATION** – solenoid-operated mechanisms for all mechanical motions.
- **FULL REMOTE CONTROL**
- **SIMULTANEOUS ERASE RECORD PLAYBACK**
- **4 TO 1 SAVINGS IN TAPE COST**
- **UNIFORM RESPONSE** – up to 15,000 cycles per second.
- **SELECTIVE TAPE SPEEDS** – 15 and 7½ ips with conveniently-located motor-speed change and equalization switches.
- **LOW NOISE DISTORTION LEVELS** – signal-to-noise ratio over 55 db at either tape speed.
- **INSTANTANEOUS STARTING**
- **INTERCHANGEABLE TAPES** – Ampex-recorded tapes can be played back on any other Ampex (of like speed) without sacrifice of fidelity or timing.

GET ALL THE FACTS
on the new Ampex Series 400 recorders

Ask your near-by Graybar Broadcast Equipment Representative for up-to-the-minute information on the *Series 400* Ampex Magnetic Tape Recorders. Or, send for Bulletin A-211 which gives complete specifications and performance data – write: *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

1C4-112

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR via GraybaR

IN OVER 100 PRINCIPAL CITIES

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative. Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Exeter 2-2000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best . . . Amplifiers • Attenuators • Cabinets • Consoles Loudspeakers and Accessories • Microphones, Stands, and Accessories Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment Transmission Line and Accessories • Transmitters, AM and TV • Tubes Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

Manufactured By . . . Altec Lansing • Ampex • Blaw-Knox • Bryant Cannon • Communication Products • Continental Electronics • Crouse-Hinds Daven • Fairchild • General Cable • General Electric • General Radio • Hubbell Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products Presto • Standard Electronics • Triangle • Webster Electric • Western Electric Weston • Whitney Blake

SCHOOL RADIO, TV

Chicago Meet Gets Report

ALMOST $2.5 million will be spent during the first year of operation for educational TV Channel 11 in Chicago if FCC approves the application from 12 colleges and cultural organizations there.

This was revealed Thursday morning at the School Broadcast Conference by James Armsey, director of the department of public relations at the Illinois Institute of Technology, which signed the FCC application.

Mr. Armsey issued a progress report of the working committee for developing the use of Channel 11. He appeared in a television symposium, a major feature of the three-day annual convention of the SBC in Chicago's Hotel Sherman Tuesday, Wednesday and Thursday.

Mr. Armsey said about $1 million will be spent on plant facilities and another $650,000 on equipment if the allocation is made. He estimates on-air costs for the first year will be $750,000. The building would be constructed on a plot donated by the school on the city's South Side and would comprise 1,350,000 sq. ft.

Although "we have reason to believe we will get Channel 11," it would not go on the air for three years, the speaker said. The petition was filed with FCC Sept. 10 by IIT, representing the group, and the working committee was formed Sept. 9.

The operation would be carried on by a non-profit corporation in all probability, Mr. Armsey said, with the station operating noncommercially. Cultural institutions, such as the Art Institute, the Museum of Science and Industry and the Chicago Historical Society, would cooperate with local colleges and universities as well as with the Chicago Board of Education in presentation of programs.

Group Is Working

In the interim, the group is working on details of financing, construction, programming and overall purposes. One tentative plan is to have in-school programs telecast during the day. Mr. Armsey appeared with representatives from cooperating agencies, including George Jennings, director of the Radio Council, Chicago Public Schools; The Rev. E. J. Kammer of DePaul U., and Charles Fabens Kelley, Art Institute.

The session was moderated by Lester J. Schloerb of the Chicago Public School's Television Committee, who introduced Richard S. Lambert, supervisor of school broadcasts for the Canadian Broadcasting Corp. He outlined prospective telecasting in Canada.

Terming the difference between the CBC and American broadcasting companies "merely one of emphasis," Mr. Lambert said commercial shows are accepted because they defray costs of expensive noncommercial shows. CBC, he said, insists that all programming, entertainment or educational, be performed and produced by professionals meeting a single "high set of standards."

Although Canada is not likely to have educational television "in the foreseeable future," the government is making extensive plans for its use.

Citations were presented at the annual luncheon Wednesday for the SBC, Assn. for Education by Radio-Television and the National Assn. of Educational Broadcasters. Commendations from the SBC went to 11 stations, three programs and the United Nations. Judith Waller, director of public affairs and education at NBC Chicago, presided.

The UN Radio Division was cited for its *Citizens of the World* series. One network feature singled out for special mention was *Mama* on CBS Television and its star, Peggy Wood.

"Never in the many months this program has been on the air has it lapsed from its high standards of acting and good taste. The show proves the sponsor [Maxwell House coffee] need not compromise with good taste in order to promote his product," SBC said.

Celanese Theatre, telecast on ABC-TV, was commended for "program excellence." "Although a newcomer to television, it proves there is a vast audience hungry for the best in American theatre. Television is still cutting its milk teeth on comedy and variety shows—the *Celanese Theatre* promises television may one day cut its wisdom teeth on great drama, well-produced."

Fulfills Program Need

The third program was *Science in Action*, telecast on KGO-TV San Francisco and produced by the California Academy of Sciences. "Fulfilling a distinct program need in its area, this program has consistently maintained high standards, yet retains a large and loyal audience of all ages. It is educational in the best sense of the word, but also is sponsored."

Stations and personnel, with the programs for which they were cited, follow:

WLS Chicago—The schooltime series feature, *New World of Atomic Energy*, produced by Education Director Josephine Wetzler. They "are to be commended for bringing to the schools of the Middle West this up to the minute, authoritative program on a current problem of interest to every citizen."

WABE-FM—Atlanta Board of Education station and producer Margaret A. Kilian—For *Tell It Again* series,

OFFER TEN $25.00 U.S. DEFENSE BONDS DAILY!

AUDIENCES SKYROCKET! TIME SALES CLIMB WITH THIS . . .

NEW LUCKY NUMBERS FEATURE

ESPECIALLY PLANNED FOR

SMALL MARKETS

WE PAY ALL WINNERS

AND GUARANTEE WINNERS AT LEAST EVERY 8 DAYS

4 WAY PAY-OFF ON MATCHING . . . .

- Social Security Cards
- Armed Forces Serial Numbers
- Drivers Permit
- Matching Numbers On Any $1.00 Bill

LISTENERS HAVE ALL 4 WAYS TO WIN ON EVERY NUMBER.

6 DAYS EVERY WEEK

(TOTAL FREE OFFER $1500—PER WEEK)

AT LOW COST OF ONLY

$30.00 PER WEEK

FOR COMPLETE INFORMATION WRITE, WIRE OR PHONE

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Radio Compared

(Continued from page 28)

both the space and the commercials for outdoor radio." But he suggested that "more copy be slanted toward the outdoor audience" which for many programs is larger than the audience at home.

In conclusion Mr. Hooper said: "Radio has been so economical for advertisers to use, so productive of results, so profitable to own that it has defied comparison with other media. In failing to make those comparisons it has failed to learn of its strength. The healthiest sign in radio is its own current, if belated, demand for comparisons with other media. Radio can stand comparison."

WBAL on 24-Hours

ROUND-THE-CLOCK operation was announced last week by WBAL Baltimore. The 50 kw, 1090 kc Hearst Radio Inc. property has been designated one of the key civil defense stations for the Maryland area. The 24-hour-a-day basis of broadcasting goes into effect today (Monday) in order that the station can give full cooperation to defense needs, WBAL said.

regional program designed to familiarize children with the cultural heritage of the area.

KCMO Kansas City—For the series *Today's Woman* with Anne Hayes, "an excellent program of its kind, serving community needs."

WBBM Chicago—For its series, *The Untouchables*, "in which it performs a distinct public service in informing the community of narcotics problems of concern to all citizens."

WMEZ Boston and Robert Schimmel, radio director, Boston Public Schools—For *Cricket on the Hearth*, one in a series designed to "bring outstanding but seldom-heard classics of literature to the classroom and general public."

WILL, U. of Illinois station at Urbana—For the series, *Stories 'n' Stuff*, "which disproves the theory sometimes held that university educational stations operate in the cloud . . . This has appeal for every youngster."

WDWS Champaign, Ill., and Isabel Schwalbe, parent-teacher chairman, Dist. 10, Illinois Congress of Parents and Teachers—For *The Tassell Family*.

WHCU Ithaca, N. Y., and Joseph A. Short, station assistant production manager and teacher at Ithaca High School—For the series *Accent on Youth*, presented by students of the high school radio workship, and for *Behind the Eight Ball*.

WJBC Bloomington, Ill., and Mrs. Lewis Guess, radio-TV chairman, Dist. 6, ICPT—For *WJBC Radio Club of the Air* and for *PTA-Schooltime* programs.

WNBQ (TV) Chicago and NBC, as well as Don Herbert and Jules Pewowar, star and producer of *Mr. Wizard* on the network—"This program seems to be on the right track insofar as education is concerned, presenting as it does basic science information in a highly entertaining fashion."

WTCN (TV) Minneapolis and Madeline Long, consultant in radio-TV education, Minneapolis Public Schools—For *Video School*, an "outgrowth of a school situation which proves television can teach."

WGN, AFRA CASE

Panel Favors Station

THREE-MAN arbitration board consideration of a dispute between American Federation of Radio Artists and WGN Chicago was decided last week in favor of the station and its sick leave policy.

The opinion, written by John W. Curran, law professor at DePaul U., Judge Julius H. Miner and John F. Sullivan, pointed out WGN "has conformed" to the AFRA-Chicago basic minimum agreement for announcers and sound effects men and has not breached the contract, as AFRA charged.

AFRA's second petition for arbitration with WGN on jurisdiction over TV sound effects men will be studied this week by a similar board.

MBS Hollywood staff has moved from the Don Lee Building, Vine Street, to new offices in the Equitable Building, 6253 Hollywood Blvd. Staff includes Ned Tollinger, MBS West Coast program co-ordinator; Gerry Carson, assistant; Harriet Crouse, director of publicity, MBS Hollywood.

STATIONS AID SANTA CLAUS

Accent Is on Needy Children as Holiday Nears

STATIONS throughout the nation last week were giving Santa Claus a helping hand, with accent on aiding needy children. With Christmas only two weeks away, a diversity of Yuletide activities was in full swing. Among reports received were:

WMGM New York will give its sixth annual Christmas party for some 250 children from local settlement houses and welfare organizations Dec. 21. The party is scheduled aboard the *USS Prairie State*, World War I battleship now docked in the East River and used as a training ship.

WOR-AM-TV New York's seventh annual children's Christmas fund, a money-raising campaign to buy toys, clothing and necessities for more than 10,000 children in 74 New York hospitals in the metropolitan area, got underway Nov. 17. Last year, 11,415 persons contributed $37,124.

WOL Washington has set up on one of the city's fashionable avenues a covered wagon which is being used as a receptacle for contributions of clothing, food and toys. In conjunction, WOL is promoting a Christmas caravan drive which began Nov. 24 at a special broadcast featuring Supreme Court Justice Tom Clark. The station has an arrangement with a cab company by which cabs will help in collecting contributions.

WBEN Buffalo presented several programs from an armory decorated to make the fourth annual "Christmas Wonderland," a mammoth carnival for children.

WHAN Charleston, S. C., since Nov. 23 has had Santa himself broadcasting. Before Christmas, Santa will give away hundreds of prizes to youngsters sending in the best Christmas letters to WHAN. The station also handled arrangements for Santa's arrival in a Christmas parade Dec. 5.

Off to Good Start

WJBK-TV Detroit is helping Detroit's Old Newsboys (The Goodfellows) live up to their slogan, "No Kiddie Without a Christmas." Each year, however, since 1914, the job of raising funds has become tougher. The goal this year was set at $250,000. WJBK-TV got the campaign off to a good start by raising $25,000 through an all-night telethon.

WIP Philadelphia has scheduled more than 30 special Christmas programs between Dec. 8-25. Many Hollywood celebrities will be heard in the special programs, among them Lionel Barrymore, Margaret O'Brien and Thomas Mitchell.

KLX-AM-FM Oakland, Calif., will offer several religious programs Christmas Eve and Christmas Day. Included will be a 75-minute broadcast from San Francisco's Grace Cathedral, seat of the Episcopal Diocese of California. The stations reported that they are the first to be granted permission to air the Christmas Eve service from the Cathedral.

WPAW CHANGE

Examiner Would Approve

INITIAL decision proposing grant of application of WPAW Pawtucket, R. I., for frequency change from 1380 kc to 550 kc and power increase from 500 w to 1 kw, daytime, was issued last week by FCC Hearing Examiner Leo Resnick.

Examiner found the station would cause no objectionable interference with any other station. WPAW proved, by citing results of extensive field intensity measurements, that no interference would be involved with WGAN Portland, Me.; CFNB Fredericton, New Brunswick, Canada; WDEV Waterbury, Vt., and WHYN Holyoke, Mass.

Originally WPAW and WHIM Providence, R. I., had applications for the 550 kc facilities and were scheduled for hearing together, but WHIM withdrew its application.

OFFER TEN $50.00 U.S. DEFENSE BONDS DAILY!

RADIO, TV STATIONS . . . ADVERTISING AGENCIES
Find Out How
NEW LUCKY NUMBERS
. . . Make Your Audiences SKYROCKET . . . your SALES C-L-I-M-B!

WE PAY ALL WINNERS
AND GUARANTEE WINNERS AT LEAST EVERY 8 DAYS

4 WAY PAY-OFF ON MATCHING . . . .
- Social Security Cards
- Armed Forces Serial Numbers
- Drivers Permit
- Matching Numbers On Any $1.00 Bill

LISTENERS HAVE ALL 4 WAYS TO WIN ON EVERY NUMBER.

6 DAYS EVERY WEEK
(TOTAL FREE OFFER ($3000—PER WEEK)
AT LOW COST OF ONLY
$55.00 PER WEEK

FOR EXCLUSIVE FRANCHISE OPTION WRITE, WIRE, OR PHONE
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air-casters

ROBERT HAYWARD, operator, Hayward Productions, S. F., to KTTV (TV) Los Angeles, as director of program development, new program department division.

JOHN HOLBROOK signed as new announcer on NBC Radio's *Double or Nothing* to replace **LOU CROSBY** beginning Monday, Dec. 24.

H. KENNETH MURRAY, former Air Force lieutenant colonel, to WVNJ Newark, N. J., as promotion manager.

COURTNEY McLEOD, traffic operator ABC Hollywood, appointed traffic supervisor for Western Div., ABC Radio.

BOB HESS, staff announcer KYBS-FM Dallas, Tex., appointed program director KPAN Herford, Tex. Mr. Hess, and **RUTH TUCKER**, news editor KYBS, married.

MANUEL (Mike) MICHAELSON, program department WWDC Washington, to House Radio Gallery, U. S. Capitol, as an assistant superintendent.

HOWARD BURNETT, assistant director WCAU-TV Philadelphia, named production manager WIP Philadelphia. He replaces **IRVING SMITH**, now director of sales and program department WCMC Wildwood, New Jersey.

RICHLAND WELCH, mail room KLAC-TV Los Angeles, named to stage crew.

DON SIMS, announcing staff WHFC Cicero, to WGN Chicago, in same capacity.

ADELE ZIMMER, continuity department WHKC Columbus, Ohio, appointed continuity director WLWC (TV) Columbus.

RALPH CAREY, KOIL Omaha, to announcing staff KMTV (TV) Omaha.

JACK LAURENCE, disc jockey WINX Washington, appointed to announcing staff WMAL-AM-TV Washington.

CAROL DUVALL, station personality WOOD-TV Grand Rapids, Mich., appointed women's director, succeeding **KAY RUNYON**, resigned.

NORMA SHEALY named program librarian WIS Columbia, S. C. **RUTH WOLFE** to WIS, as receptionist.

JERRY JOHNSON named to announcing staff WSB-TV Atlanta. He was with WAGA-TV Atlanta.

DICK ROSSETT, former announcer WCUE Akron, Ohio, now serving aboard U.S.S. Franklin D. Roosevelt in Mediterranean waters.

BILL WAGNER, producer-director WTVN (TV) Columbus, Ohio, spoke on "Television as a Career," at biennial Men's Career Conference at Oberlin College.

WILLIAM BROWN, producer WMAL-TV Washington, **LARRY CARL**, TV producer, and **PAUL VON HAGEL**, WITH Baltimore, named to faculty National Academy of Broadcasting.

ART PETERSON, freelance announcer in New York, appointed to announcing staff WHEN (TV) Syracuse, N. Y.

BILL SEAMAN, staff announcer KVOC Casper, Wyo., to KOPR Butte, Mont., in same capacity.

HERBERT SELTZ, prop department WLWT (TV) Cincinnati, named to production staff.

JOSH KING, announcer CHUM Toronto, Ont., and Joan Frieda Lackner, married Dec. 1.

BILL FOUNTAIN, announcer WKY-AM-TV Oklahoma City, father of boy, Christopher Todd, Nov. 23.

DICK RICHARDS and **Mrs. JULE C. FERGUSON** appointed to staff WESC Greenville, S. C. Mr. Richards will handle assignments on announcing staff and in continuity department. Mrs. Ferguson will write and conduct *Women's Page* program.

RALPH T. BRAUN, staff WMAR-TV Baltimore, appointed promotion manager.

JIM WYATT, disc jockey KSFO San Francisco, to KGO San Francisco, as star of *Jim Wyatt Show*.

FRANK FELLMER, WHNC Henderson, N. C., to announcing staff WMTR Morristown, N. J.

JIM CLENDENIN, supervisor of mail and messenger service NBC Chicago, to TV production facilities staff. He is replaced by **JOHN SCHOLFIELD**.

RICHARD WEINBERG, TV production floor manager NBC-TV Chicago, transfers to NBC Hollywood.

NORMAN GRANT, director of staging services NBC-TV Chicago, to NBC-TV New York, as art director.

BENJAMIN ROSEMAN, **RICHARD JOHNSON** and **CARL EBERT** to production staff NBC-TV Chicago.

CHARLIE ANDREWS, writer of *Dial Dave Garroway* on NBC-TV, and Jean Heine, married Dec. 8.

PARKE LEVY, head writer CBS Radio *My Friend Irma*, takes over directorial chores for show.

HELENE SATINOVER to traffic department WFIL-TV Philadelphia.

NORMAN GRANT, manager of staging services NBC-TV Chicago, named NBC network TV art director in New York, effective today (Monday). He succeeds **M. M. ELWELL**, resigned, and will be responsible for set and costume designing, make-up, titles and graphics for all NBC-TV shows originated in New York.

News . . .

HUBERT HOLLOWAY, Washington news correspondent, named to news staff WLW Cincinnati. Mr. Holloway will handle *I See Today By Holloway*, five minute show each evening.

IRA BLUE, sports editor KGO San Francisco, named favorite West Coast sportscaster and commentator in Bantam Books' *Previews of Entertainment*.

WILLIAM WARRICK, newswriter WCCO Minneapolis, to NBC Chicago news staff, replacing **ROBERT TAYLOR**, resigned.

GENE FARINET, newswriter ABC Chicago, transfers to ABC's New York newsroom. **STEPHEN C. FLANDERS**, radio news desk of *New York Herald Tribune*, also added to ABC New York newsroom.

DICK JOY, free lance Hollywood announcer-newscaster and formerly co-owner KCMJ Palm Springs, Calif., named news director KFAC Los Angeles. He succeeds the late **MURRAY BOGGS**.

WILLIAM O'HALLAREN, newsroom KECA-TV Hollywood, father of boy, Tommy.

JIM ARKISON, sports director WALE Fall River, Mass., elected to Fall River school committee.

NAME McCONNELL
To Head Relief Drive

JOSEPH H. McCONNELL, president of the National Broadcasting Co., has been named head of the 1952 Salvation Army drive in New York to raise $1,250,000, Walter Hoving, president of Salvation Army Assn. of New York, announced early last week.

Funds from the annual appeal, which will be conducted from Jan. 8 through March 7, will be used to support 60 welfare centers and operations in greater New York. Radio and television will be used in the campaign, according to one organization spokesman, with air time donated by cooperating networks and stations, as in the past.

Salvation Army is currently conducting its annual Christmas kettle appeal with a 15-minute broadcast by the Army band and a talk by the territorial commander scheduled for WNBC New York, with a half-hour musical program by the band and the Temple Chorus slated for WNYC New York. Program dates have not been set.

WLW Show Honored

CONGRATULATIONS were extended last week by a high State Dept. official to James Shouse, board chairman of Crosley Broadcasting Corp., on the occasion of WLW Cincinnati's 10th anniversary of its *World Front* news program. Edward Barrett, Assistant Secretary of State for Public Affairs, paid tribute to Mr. Shouse for "maintaining the high standards" of the news panel and cited the radio industry for always being "in the forefront in offering its facilities" for such discussions. Program earlier was cited by the Adult Education Council of Cincinnati [B•T, Nov. 26].

COVER OHIO'S CHIEF MARKET with

CLEVELAND'S *Chief* STATION

Top talent, vigorous sales promotion, plus Greater Cleveland's strongest signal make WJW *your best buy.* Get facts, availabilities NOW.

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SHOW BIZ

FROM VAUDE TO VIDEO

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"A vastly entertaining book." —WINCHELL

At all booksellers, 640 pp., 25 HOU

TELECASTING

828,636 BRAIN TEASERS

were received by "DOWN YOU GO" in only 27 weeks!

"DOWN YOU GO" is a fascinating game quiz program for the entire family, produced by LOUIS G. COWAN and originating in the studios of WGN-TV, Chicago.

It is presented each Friday 9:00–9:30 P. M. (EST) by Old Gold Cigarettes over the

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Special Events films . . . interesting, historical documentaries . . . faithfully recording the highlights in the lives of the people in the many communities which WGAL-TV serves.

WGAL-TV Special Events cover many and varied activities, for example: a benefit horse show, a high school band contest, a cornerstone laying, a speech by Pennsylvania's Senator Duff, a Defense Bond award, and the awarding of a college doctorate.

Through a continuing program of public service, WGAL-TV constantly endeavors to serve and enrich the lives of its viewers.

WGAL-TV

LANCASTER, PENNSYLVANIA

Clair R. McCollough, Pres. • A Steinman Station

WGAL AM TV FM *Represented by*

ROBERT MEEKER ASSOCIATES

Chicago • Los Angeles • San Francisco • New York

TV CODE ADOPTED

Effective March 1

(Continued from page 23)

costs, Mr. Thomas said. NARTB TV members will be given a credit toward payment of the fee, thus receiving the seal privilege at a lower cost than non-member stations.

At present 72 TV stations and two networks (NBC, DuMont) are television members of NARTB.

Non-members had no part in the code-writing process. Mr. Swezey said Thursday the committee had received "no reaction from non-member stations" and "three or four reactions" from members following approval of the code in principle by NARTB members at their Oct. 19 meeting. Copies of the Chicago-approved version of the code were not circulated by NARTB but the text appeared in the Oct. 22 BROADCASTING • TELECASTING.

While NARTB had only a few copies of the newly revised code available late Thursday, it planned to give the document wide circulation. NARTB Board Chairman Justin Miller said 25,000 copies were to be printed.

Mr. Swezey stressed the flexibility of the new TV code, pointing to the proposed annual review of the provisions as the TV industry grows. Replying to questions, he said the radio Standards of Practice are less specific and do not contain an enforcement provision. "We drew on the experience of the radio and movie codes," he said.

Amended Language

While the penal provisions of the code are still stringent, NARTB amended some of the code language and in addition drew up a 1,200-word appendix in which the procedure is carefully explained in detail. This was done following criticism last October by a group of Washington radio attorneys who pointed out legal loopholes [B•T, Nov. 5].

Fewer than half the stations responding to an informal BROADCASTING • TELECASTING survey had indicated they approved the code as endorsed at Chicago Oct. 19 [B•T, Dec. 3, Nov. 26].

Only a few changes were made in the programming and advertising standards in the code. Language was refined to make certain that the enforcement powers of the code can be invoked for both program and advertising violations. Many of the specific paragraphs covering programs and commercials are worded so they are merely suggestions or recommendations.

One all-important question arises as the new code enters the pre-enforcement period: "How tough is it?"

It's plenty tough, once a station is cited in a complaint, and the case is considered by the review board. However, final decision on withdrawal of the code from a member or non-member station is up to the NARTB TV Board.

In the words of Chairman Swezey:

"It's a long walk from first violation to loss of the seal."

The TV board felt that board action should not be taken except for "a continuing, willful or gross violation." The penalty—suspension or loss of seal—requires two-thirds vote of the TV board. Previously, however, the seal subscriber will have been notified by registered mail of any charges preferred; have right to hearing or an answer; face oral argument.

As adopted at Chicago the code language specified that any board decision would be "final." In the revised version, however, provision was made for appeal.

Care was taken to provide complete secrecy in case of complaints. Mr. Swezey indicated, in reply to a query, that NARTB might publicize the full list of code subscribers but he doubted if any publicity would attend loss of the seal.

The review board is to be named from representative industry segments in the near future by NARTB President Harold E. Fellows, subject to TV board confirmation. It will consist of five members. NARTB TV Board members will not be eligible to serve on the review body but those appointed must be NARTB members, the code specifies.

Review board members will serve until the NARTB convention in Chicago next April. After that the terms will be for one year. Members are not to be paid, under present plans. They may delegate duties to the NARTB staff.

Review Board Powers

As outlined in the code, the review board is empowered:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the code of the NARTB.

(2) To receive, screen and clear complaints concerning television programming.

(3) To define and interpret words and phrases in the Television Code.

(4) To develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions.

(5) To inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general.

(6) To review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script or copy, with regard to any certain program presented by a subscriber.

(7) To reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber.

(8) To recommend to the Television Board of Directors amendments to the Television Code.

In commenting on the work of the committee, NARTB members

(Continued on page 89)

Strong Medicine

(An Editorial)

TELEVISION today has a code, effective March 1. It was carefully drawn by a representative group of television broadcasters. It had been endorsed in principle six weeks ago by a general assembly of telecasters.

It is a more realistic document than that sweated out originally by the NARTB TV board and ratified at the Chicago session. There are still those long lists of specific "do's and don'ts," although some of them are now couched in more careful language.

And there is the bold "Seal of Approval," which can be displayed only by those stations subscribing to the letter of the code. It is acceptance of this proviso that will entail a super-selling job.

By providing for annual revision of the document, the framers of the code assure a high degree of flexibility, to meet changing conditions. The code appropriately "suggests" commercial standards and program practices; it does not command them.

It is not the kind of self-regulation credo advocated by some identified with TV, including this journal.

It is the code that those subscribing telecasters—whether or not NARTB members—must live with. It represents the best judgment of the men selected by a majority of their fellow telecasters to guide the destinies and the morality of their individual enterprises.

Uppermost in the minds of these men has been the determination to have television voluntarily subscribe to operating standards which otherwise might be imposed legislatively or in a regulatory way. They want to block the Bentons and the blue-nosers who would saddle this new medium with anything short of direct censorship that they could conjure up.

This, we think, the NARTB has done. These men worked hard—and fast. No one can question their diligence or sincerity. Our concern is that the medicine is stronger than the patient requires.

SEPT. NETWORK GROSS

P&G Continues as Top Use

MORE than doubling its expenditures for TV network time from August ($352,550) when it ranked in fourth place among video network advertisers, Procter & Gamble Co. leaped into first place in September ($802,420), according to BROADCASTING • TELECASTING's calculations based on the individual program time cost data compiled by Publishers Information Bureau.

Nine of the top 10 for September were also on the August leaders' list. General Electric Co., in eighth place in September, is the newcomer, replacing Admiral Corp., which ranked tenth in August. See Table I for the top September TV network clients and their time purchases (at gross rates). Top advertiser in each class of business is shown in Table II.

Food advertisers made up the largest single class of TV network users during September, the $2,410,957 spent (at gross rates) by this group accounting for more than a fifth of all video network time sales in that month (Table III).

* * *

TABLE I

TOP 10 TV NETWORK ADVERTISERS IN SEPTEMBER 1951

1.	Procter & Gamble Co.	$802,420
2.	General Foods Corp.	608,290
3.	Colgate-Palmolive-Peet Co.	540,490
4.	R. J. Reynolds Tobacco Co.	444,350
5.	American Tobacco Co.	323,825
6.	P. Lorillard Co.	282,920
7.	Liggett & Myers Tobacco Co.	273,720
8.	General Electric Co.	256,430
9.	Lever Bros. Co.	254,190
10.	Ford Motor Co.	254,025

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR SEPTEMBER 1951

Apparel, Footwear & Accessories	International Shoe Co.	$110,532	Industrial Materials	Revere Copper & Brass	88,6
Automotive, Auto. Accessories & Equip.	Ford Motor Co.	254,025	Jewelry, Optical Goods & Cameras	Gruen Watch Co.	34,6
Beer & Wine	Anheuser Busch Inc.	146,600	Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	71,7
Confectionery & Soft Drinks	Pepsi-Cola Co.	90,150	Publishing & Media	Time Inc.	84,3
Consumer Services	Arthur Murray	8,940	Radios, TV Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	172,7
Drugs & Remedies	Miles Labs.	49,140			
Foods & Food Prods.	General Foods Corp.	608,290	Retail Stores & Direct by Mail	Drugstore Television Productions	148,3
Gasoline, Lubricants & Other Fuels	Texas Co.	72,250	Smoking Materials	R. J. Reynolds Tobacco Co.	444,3
Household Equipment & Supplies	General Electric Co.	256,430	Soaps, Cleansers & Polishes	Procter & Gamble Co.	640,3
Household Furnishings	Mohawk Carpet Mills	144,080	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	415,3
			Miscellaneous	Young People's Church of the Air	34,0

* * *

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JANUARY-SEPTEMBER 1951 COMPARED TO SAME PERIODS OF 1950*

Product Group	1951 September	1951 January-Sept.	1950 September	1950 January-Sept.
Apparel, Footwear & Accessories	$ 397,684	$ 2,102,767	$107,353	$ 516,2
Automotive, Auto. Access. & Equip.	965,553	7,600,451	386,552	2,986,9
Beer & Wine	614,974	4,014,461	66,031	798,3
Bldg. Materials	4,200	11,890	29,180	43,1
Confectionery & Soft Drinks	391,661	2,186,194	166,007	866,4
Consumer Services	8,940	336,562	32,385	198,5
Drugs & Remedies	186,935	1,493,174	30,885	165,4
Foods & Food Products	2,410,957	17,915,462	639,303	3,232,6
Gasoline, Lubricants & Other Fuels	236,937	1,847,232	149,248	787,4
Horticulture				1,1
Household Eqpt. & Supplies	758,184	5,256,268	249,078	1,183,3
Household Furnishings	323,570	2,497,249	228,175	1,279,3
Industrial Materials	155,235	2,133,199	130,520	476,7
Insurance	42,360	289,350		
Jewelry, Optical Goods & Cameras	122,461	1,370,020	42,395	85,6
Office Eqpt., Stationery & Writing Supplies	120,510	413,130	13,230	13,2
Publishing & Media	113,100	644,258		152,6
Radios, TV Sets, Musical Instruments & Access.	362,285	3,596,536	317,650	1,943,6
Retail Stores & Direct by Mail	165,988	1,524,634	14,675	19,6
Smoking Materials	1,665,155	12,044,459	484,223	3,794,0
Soaps, Cleansers & Polishes	1,072,554	6,939,621	66,075	276,9
Sporting Goods & Toys			14,670	14,6
Toiletries & Toilet Goods	1,659,331	10,270,919	348,182	1,942,2
Miscellaneous	141,557	891,783	1,080	100,6
TOTALS:	$11,920,131	$85,379,619	$3,516,897	$20,880,1

Source: Publishers Information Bureau
* 1951 data covers all four TV networks 1950 covers only ABC, CBS, NBC, with DuMont figu not included.

* * *

Advertising of cigarettes and other smokers' supplies ranked second in point of TV network time purchases in September, with advertising of toiletries third, of soaps and cleansers fourth and automotive advertising fifth. Next five advertised groups, in descending order, were: household equipment and supplies, beer and wine, apparel, confectionery and soft drinks, radios and TV sets.

Food, tobacco and toiletry advertising also ranked one, two, three for the January-September nine-month period, for which automotive advertising ranked fourth and soap and cleanser advertising fifth, followed by advertising of household equipment, beer and wine, radio and TV sets, household furnishings and candy and soft drinks, in that order.

Table III also shows the comparative expenditures of the various advertising classes for TV network time for September and January-September of 1950. As the 1950 figures do not include time purchases on the DuMont Network, which are included with ABC, CBS and NBC in the 1951 figures, direct dollar comparisons should not be made of one year to the other.

HAL ROACH JR.

Forms Film Company

HAL ROACH, Jr. Productions has been formed in Los Angeles by Hal Roach Jr. for the production of motion pictures for television and theatrical distribution.

Hal Roach Jr.

In announcing his new firm, Mr. Roach made it clear that its formation would not affect his position as vice president and executive producer for Hal Roach Studios, headed by his father, Hal E. Roach.

N. Gayle Gitterman, television film producer, has been signed as story supervisor for the new firm.

Expansion of Mr. Roach's activities is a direct result of his recently-signed contract with Official Films for an "extensive program of television programs" for distribution by Official. Currently in production are two half-hour weekly shows, *Trouble With Father*, starring Stuart Erwin and June Collyer; and *Racket Squad*, featuring Reed Hadley. Scheduled to go into production are a *Passport to Danger*, series starring Cesar Romero, and an as yet untitled series co-starring Zasu Pitts and Virginia Grey.

POST conference on the successful telecast of *Electric Theatre's* presentation of "The Legend of Sleepy Hollow" on WXYZ-TV Detroit is held by: (L to r) Reginald Carey, Campbell-Ewald, agency for the sponsor, The Detroit Edison Co.; Paul Penfield, advertising manager, Detroit Edison; William Merrill, director of the telecast; Bill Hendricks, WXYZ-TV salesman, and Paul VanderMeer, assistant director of public information, Detroit Edison. Live telecast, presenting known dramatic talent from the Detroit area, was first of a series scheduled each Wednesday.

ARMY TV SHOW

'Big Picture' in Productio

NEW ARMY television program *The Big Picture*, has gone into production for use by TV station Already a score of stations hav been placed on the list by the Ra dio-TV Branch, Public Informatio Division, Dept. of the Army.

The weekly series is being pro duced jointly by the branch an the Signal Corps Photographi Center. It developed from a loca series originally presented live o WTOP-TV Washington. The ne series is on film. It is being pro duced by Lt. Carl Bruton, formerl of WTVJ (TV) Miami.

Col. E. M. Kirby, head of th Radio-TV Branch, is in charge o distribution to TV stations. Cap Carl Zimmermann, former Mi waukee radio writer, is writer an announcer. Production supervis is William Brown and director Lt. Carl Flint, both of the Signa Corps.

The film is a report from th Army on operations in Korea, in cluding actual combat shots. Du ing the show Capt. Zimmerma interviews soldiers who take pa in the campaigns. Audition fil can be obtained from Col. Kirb

Future releases will include m terial obtained by camera cre now in Europe. Seven weekly 5 minute programs are already i the cans.

TV SET FREEZE?

Officials Deny Reports

By JOHN OSBON

IS HANDWRITING already on the wall for the nation's TV set-equipment manufacturers and video station applicants in 1952?

That was a burning question in Washington last week amid conflicting reports on the future of consumer goods and commercial broadcast equipment.

Government procurement authorities and Congressional "watchdogs" were putting a new face on an old question—"How high is up?"—in discussing the possibility of all-out conversion to military production by next summer.

Once again, there seemed to be no clear-cut indication how far the set industry would be cut back, if at all, during the coming year. Most plausible belief was that full-scale rearmament would hinge largely on:

- The international situation and requirements of the atomic energy and aircraft construction project.
- The availability of controlled material, particularly copper and nickel, for radio and television receivers.

Published reports circulated in Washington that TV set production, automobiles and other products using these scarce metals may be scrapped in favor of total war conversion next year.

The story drew vigorous denials, however, from top officials of the Office of Defense Mobilization and the National Production Authority.

The report was based in part on a weekend conference in Key West, Fla., between President Truman and Defense Mobilizer Charles E. Wilson, Meanwhile, the apparent disparity in thinking among top government, industry and Congressional leaders continued.

A close associate of Mr. Wilson flatly denied that such a prohibition is either imminent or contemplated at this time. Andrew Berding, ODM information chief, told BROADCASTING • TELECASTING:

"The report is 100% untrue. We plan to go along with the three-year mobilization program as at present. There may be some further reductions in civilian goods but we hope to maintain TV set and automobile production at reasonable levels."

Mr. Wilson and the President talked mostly in general terms on the need for speeding up the defense program, he revealed.

Donald Parris, deputy director of NPA's Electronics Division, said he had met with DPA officials Thursday afternoon to weigh the best means of assuring the radio-TV receiver industry of sufficient materials to guide set-makers through the second quarter of 1952.

Radio-Television Mfrs. Assn. was prone to discount the reports as untrue.

There has been some speculation that monochrome television set production may be pared appreciably—or even banned outright—ever since Mr. Wilson first announced the color TV manufacturing blackout last October [B•T, Oct. 29, 22].

At that time Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, expressed fear that the move may lead to a general freeze on all TV. Such a manufacturing freeze, he asserted, would be a "major disaster."

It will be recalled that CBS-Columbia Inc. had requested 250,000 fractional horsepower motors for color sets and had been rejected because of the drain on copper. The request reportedly prompted Mr. Wilson to impose the color TV ban. CBS-Columbia has not yet agreed on a new date for its appeal before NPA on an adjusted base period for metal quotas for monochrome sets and other equipment.

But despite the denials of defense officials, there were signs that the possibility of an overall TV set ban could easily develop.

Manly Fleischmann, Defense Production Administrator, warned that "the handwriting is already on the wall" with respect to civilian and commercial usage of copper and nickel. He made these points:

- **There may be more steel and aluminum next year but copper will be extremely short. The nickel situation is "most desperate." As a result, civilian production (presumably automobiles and TV sets) may "be held back."**
- **"We have had some difficulty in meeting some of our military production schedules, but that difficulty is not due to shortages of steel, copper and aluminum. . . ."**

Mr. Fleischmann hinted strongly that these metals may be prohibited

(Continued on page 91)

DUNHAM NAMED

To WCBS-TV Sales Post

GEORGE R. DUNHAM Jr. has been appointed general sales manager of WCBS-TV, key CBS-owned video station in New York City, effective Jan. 1.

Mr. Dunham

This announcement was made late last week by Merle S. Jones, CBS Television vice president in charge of stations and general services, and G. Richard Swift, WCBS-TV general manager.

Mr. Dunham's appointment, said Mr. Jones, is a key step in the expansion of CBS-owned television stations.

Entering broadcasting in 1937, Mr. Dunham became sales promotion manager for WEEI, CBS-owned Boston outlet. He has been eastern sales manager of CBS-TV Spot Sales, CBS-TV's station representative, since 1948. His successor in this post will be named shortly.

In 1940, Mr. Dunham transferred from WEEI to CBS' New York headquarters as supervisor of CBS-owned stations promotion. He went to Radio Sales, CBS Radio Stations Representative, as an account executive in 1943.

NBC-TV SALES POLICY

Told at Boca Raton

NBC officialdom, having just finished eliminating its policy that advertisers must include certain specific stations in any radio network purchase, already is looking ahead to the time when its "must-buy" policy in television may also have to be revised.

The time of re-examination will come, according to Edward D. Madden, vice president in charge of TV operations and sales, when FCC's licensing freeze has been lifted, the number of TV stations on the air has reached several hundred, and the number of one-station markets is minimum. Estimated date: 1955.

NBC's present TV policy marks all cable-connected markets as "must-buys." The trend which re-examination of the policy will take, when the time comes, apparently must wait until little nearer that time to be discerned.

Speech To Delegates

Mr. Madden's views on the must-buy situation were contained in a speech delivered to delegates to NBC's Boca Raton convention canvassing TV's present situation exhaustively and projecting its future, with most of the projections pegged on 1955.

The sales and operations head also was reported to have told the affiliates that NBC-TV already is re-examining its entire summer hiatus policy. He was said to have reported that the advertisers on its three multiple-sponsored shows—*Show of Shows, All Star Revue,* and the Kate Smith daytime program—have been notified that, in order to retain their franchises on these periods, considered especially valuable, they must remain on the air next summer with these shows or replacements.

Mr. Madden reported that gross sales for NBC-TV this year will amount to about $75 million, including package programs, production facilities and film syndication. This, he said, is triple last year's volume and well ahead of other networks.

George Frey, vice president and director of TV network sales, meanwhile reportedly told the convention that gross time sales would approximate $50 million this year. He described it as being almost half of the total being spent by all advertisers in network TV this year.

Otherwise, the conventioners were told that NBC Radio will make half a million dollars this year but expects to lose a million next year in "rebuilding" the network (though officials expect to make money again in 1953 if their basic economic plan succeeds), while NBC-TV was said to be in the black this year by more than $600,000.

NBC Radio officials meanwhile were reported going ahead last week with their basic economic plan, despite the affiliates' 72-to-22 vote the previous week asking that the plan's new rate formula be held up pending further research [B•T, Dec. 3]. NBC was said to be planning to proceed with individual negotiations with the stations, as before.

In the TV projections, Mr. Madden said NBC estimates a total of $775 million will be spent for national TV advertising in 1955, counting expenditures for both time and talent in both network and national spot.

For networks, national spot and local, also counting both time and talent, President Joseph H. McConnell placed the 1955 estimate at $1 billion.

Mr. Madden said that after the TV freeze is lifted, there will be 63 major markets which an advertiser will need to reach with his national television advertising. He estimated that a nighttime half-hour reaching these 63 markets would cost an advertiser around $35,000, or better than $1.5 million on a 52-week basis.

126 Stations 'Ideal'

He would consider a network of 126 stations "ideal" for NBC-TV in 1955, he said.

With TV costs already "straining the seams" of many advertising budgets, he thought it would be impossible for sponsors five years from now to use TV on a scale anywhere near that which they have been accustomed to in radio, even though he was confident TV rates can be justified on a cost-per-thousand basis.

Where the average NBC nighttime half-hour show today costs $29,000 for time and talent, for example, he estimated the average would be $56,000 in 1955—or $2,200,000 for 39 weeks in 50 largest markets. For daytime shows, he figured the average for a half-hour,

(Continued on page 91)

TYPICAL of the store promotion is this Spoolie counter in Murphy's Pittsburgh store.

SPOOLIE'S 'HAIR-CURLING' SAGA

...WITH SELLING CREDITS GOING TO TELEVISION

INVESTMENT of $1,300 by the Weaver Products Co. for time on WDTV(TV) Pittsburgh sold $63,000 worth of Spoolie Curlers.

The J. L. Hudson Co., of Detroit, received 1,300 telephone orders for the $1.50 packages of Spoolies after just two telecasts on WJBK-TV Detroit.

The switchboard at WTCN-TV Minneapolis was tied up each time Arlie Haberle's *Around the Town* demonstrated Spoolies and offered them as a "television special" at the regular price of $1.50.

Similar successes were the rule on other stations used in various parts of the country.

Spoolie Curlers, an all rubber hair curler, packed in an attractive transparent polyethylene plastic bag, are not a new item. They have been on the market for several years. But their big success did not come until they tried television promotions.

The campaign, conceived by Erwin-Wasey and Co. of Minneapolis, was first tried on WTCN-TV Minneapolis in the spring of 1950. The *Around the Town* show was selected for the experiment because it appealed to the right audience, was well established, and offered an opportunity to demonstrate the merchandise.

The campaign was an immediate success with calls coming in so fast that the WTCN-TV switchboard had difficulty handling them. Each time the offer was repeated the same thing happened.

Pleased with their success, Erwin-Wasey and Weaver Products decided to extend the campaign. A basic two weeks drive of combined television and store promotion was chosen for most markets. In some cases this campaign has been extended when sales seemed to warrant.

In all cases, Erwin-Wasey reports, stations were quick to cooperate with tie-ins, merchandising and other types of sales aids.

The agency has found afternoon participation shows directed to the women's audience to be very effective. The Weaver Co. provides trained professional talent to conduct the demonstrations and play the key roles in all promotions. No other media but television is being used, except limited space in trade publications.

In addition to the aforementioned, stations also have been used throughout the East, including WAAM (TV) Baltimore and WEWS (TV) Cleveland. Several stations in the South were used during the winter months.

The outstanding success of the Pittsburgh demonstration resulted in net sales of $63,000, not counting re-orders, which were frequent. The show used on WDTV was *Studio Control* with Bill Brant as master of ceremonies.

The Weaver Co. plans to extend its promotions to Los Angeles and San Francisco and other western cities in 1952 and to continue active promotion in eastern cities as well. They point out that Spoolie Curlers are one of the few items stocked by chain stores throughout the country.

"Television is indeed an effective medium," Mr. J. J. Weaver, of the Weaver Products Co. said in describing his firm's experience. "Its effectiveness is not gained by merely sponsoring a commercial and expecting the audience to come to your door looking for the new mousetrap you just built. When television is used as a merchandising tool, and as a means of reaching an interested audience, success enjoyed is limited only by the effort put forth . . . and the cooperation of the stations is essential."

* * *

BILL BRANT (left) of WDTV (TV) discusses the Pittsburgh Spoolie sales, which exceeded $60,000, with Mr. and Mrs. J. J. Weaver.

Text of NARTB Television Code

(See story, page 23)

PREAMBLE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it, are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a)(i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b)(i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c)(i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palmreading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in the manner designed not to foster superstition or excite interest or belief in these subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall

(Continued on page 82)

exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives (presented aurally or pictorially), such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

PUBLIC EVENTS

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a. Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a. Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b. Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c. Religious programs should be presented by responsible individuals, groups, and organizations.

d. Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

(b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cowcatcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

(c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

(e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

(f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

(g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS and PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the adver-

(Continued on page 86)

Text of NARTB Television Code

(Continued from page 81)

No V in TV

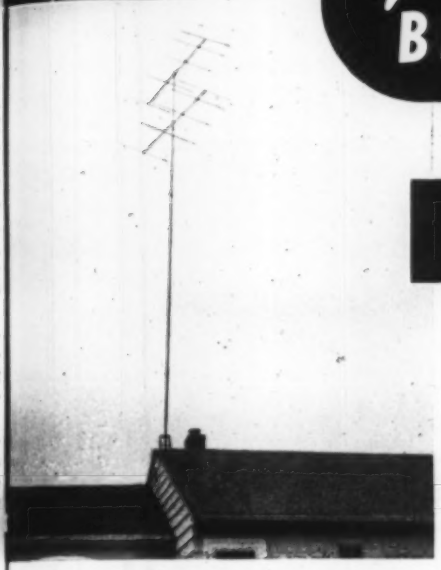
HOW far will the new TV code go in keeping up necklines? Asked this question after adoption of the code, Robert D. Swezey, WDSU-TV New Orleans, chairman of the code-writing committee, offered this observation: "We think we've covered Dagmar."

In Terre Haute, Indiana:

"We get nothing but WFBM-TV"

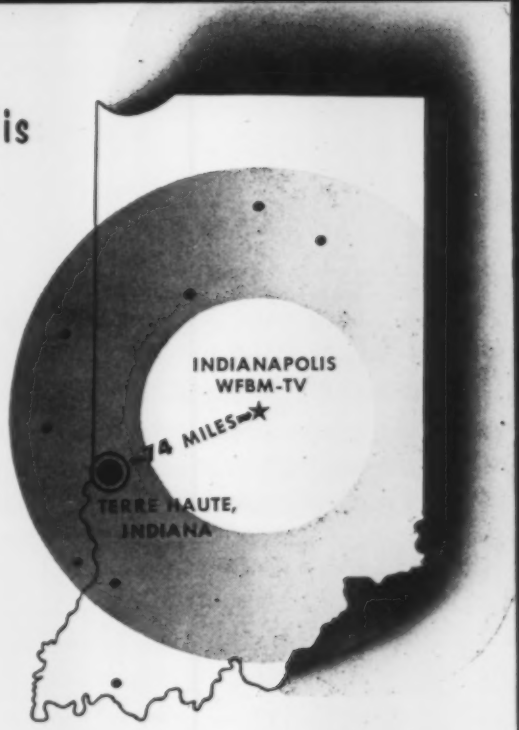
Says **GEORGE OLTEAN**, *Owner-Manager*
WABASH APPLIANCE CO.
819 Wabash Avenue
Terre Haute, Indiana

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS



"WFBM-TV, Indianapolis is the only station we can get consistently"

Says **MRS. D. C. PELTON**
132 South 25th Street
Terre Haute, Indiana



● When both the local people who sell *TV* and those who watch TV say there's one station everybody watches in their populous city, that station's a good bet for any advertiser! In Terre Haute, and West Terre Haute (approximately 70,000 population), *the* TV station is WFBM-TV—just as it is throughout all of Vigo County and its neighboring counties in Indiana and Illinois—far as they are from Indianapolis.

In Vigo County, Indiana, at least 2000 TV sets are installed, and thousands of others outside WFBM-TV's 60-mile radius are tuned to Indiana's First Station regularly. Televiewers in city homes and commercial establishments, and on the farms of this big area, are high-income, product-buying prospects well worth cultivating. Set your sights on this big bonus market, where not only the **192,500*** TV sets in Indianapolis and its 60-mile area are tuned to this station, but also those of additional thousands of buyers in a broad fringe area are set on Channel 6.

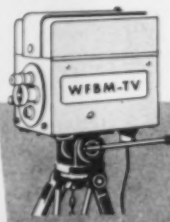
*Source: BROADCASTING-TELECASTING, December 10, 1951

WFBM Radio Is First in Listening, Too!

★ FIRST *in the morning!* ★ FIRST *in the afternoon!* ★ *and a* GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

*Hooper Ratings, February through April, 1951.

First in Indiana



WFBM TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS • ABC • DTN

and bless our faithful...

TOLEDO TV TUNERS

. . . but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word . . .

5,000 watts — A FORT INDUSTRY STATION — NBC

WSPD

TOLEDO, OHIO

A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV

CHANNEL - 13

Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Industrial Surveys Analyze Set Ownership Data

(Report 193)

TELEVISION sets are owned by 3 out of 10 American families as of October, according to information gathered by Industrial Surveys Co. from the firm's "national consumer panel" that included 4,000 families.

Data, released by Sam Barton, Industrial's president, showed a rise over last July when a similar survey found 27% of American families were TV set owners. However, in comparison with other quarterly periods, the July-October buildup in ownership was smaller than any other period surveyed.

The survey pointed up that about 6 out of 10 families or 57% own sets in cities with more than 500,000 population but that there is only a 9% ownership among farm families. Higher income families have more sets than those with lower income, while a higher rate of ownership is shown in families headed by high school graduates than in families headed by either college or grade school educated. Skilled laborers take first place among set owners with a percentage of 40 over all families headed by other occupational groups, according to Industrial Surveys. Also found: The greater the family up to five members, the more likely the family owns a set. Thereafter, the median declines.

Percent of group with TV Sets	July 1951	October 1951
Type of Family		
United States Total	27%	29%
Regions:		
Northeast	45	48
South	13	13
North Central	27	29
Mountain & Southwest	10	11
Pacific	26	28
City Size:		
Farm		9
Under 2,500		10
2,500 to 50,000		12
50,000 to 500,000		28
500,000 & Over		57
Total Family Income:		
Upper fourth	33	36
Next fourth	32	34
Next fourth	28	31
Lowest fourth	18	20
Education of Family Head:		
Grade School	23	25
High School	34	36
College	24	29
Occupation:		
Professional & Executive	31	34
Clerical, sales & services	30	33
Craftsmen & foremen	37	40
Laborer & operators	29	31
Farmer	7	8
Size of Families:		
1 & 2 members	19	21
3 members	30	33
4 & 5 members	35	37
6 members & Over	27	27
Presence of Children:		
5 years & Under	34	39
6-12 years	33	37
13-20 years	27	29
No children	20	23

* * *

NBC Shows Take Nielsen First Five

NBC's *Texaco Star Theatre* in the Tuesday 8-9 p.m. time period, remains on top of the first 10 TV shows reported by A. C. Nielsen Co. for the two weeks ending Nov. 10. Newcomer, the *Red Skelton Show*, also on NBC, continued as runner-up. Nielsen rating follows:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Texaco Star Theatre (NBC)	51.5
2	Red Skelton (NBC)	51.5
3	Your Show of Shows (Participating) (NBC)	49.5
4	Colgate Comedy Hour (NBC)	48.4
5	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	47.2
6	Arthur Godfrey's Scouts (CBS)	47.2
7	Mama (CBS)	42.4
8	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	41.5
9	Your Show of Shows (Lehn & Fink Prod. Corp.) (NBC)	41.5
10	Jack Benny Show (CBS)	41.0

Copyright 1951 by A. C. Nielsen Co.

* * *

Rate Card No. 11 Issued by WTMJ-TV

RATE CARD No. 11, effective Jan. 1, has been announced by WTMJ-TV Milwaukee, the Milwaukee *Journal* station. The card sets new rates for one-time hourly basis, 6-11 p.m. Mon.-Fri. and Sat.-Sun. 12-11 p.m. at $800.

Second choice time, Mon.-Fri. 5-6 p.m., is $600; for Mon.-Fri. 12-3 p.m. and daily 11 p.m.-midnight

(Continued on page 113)

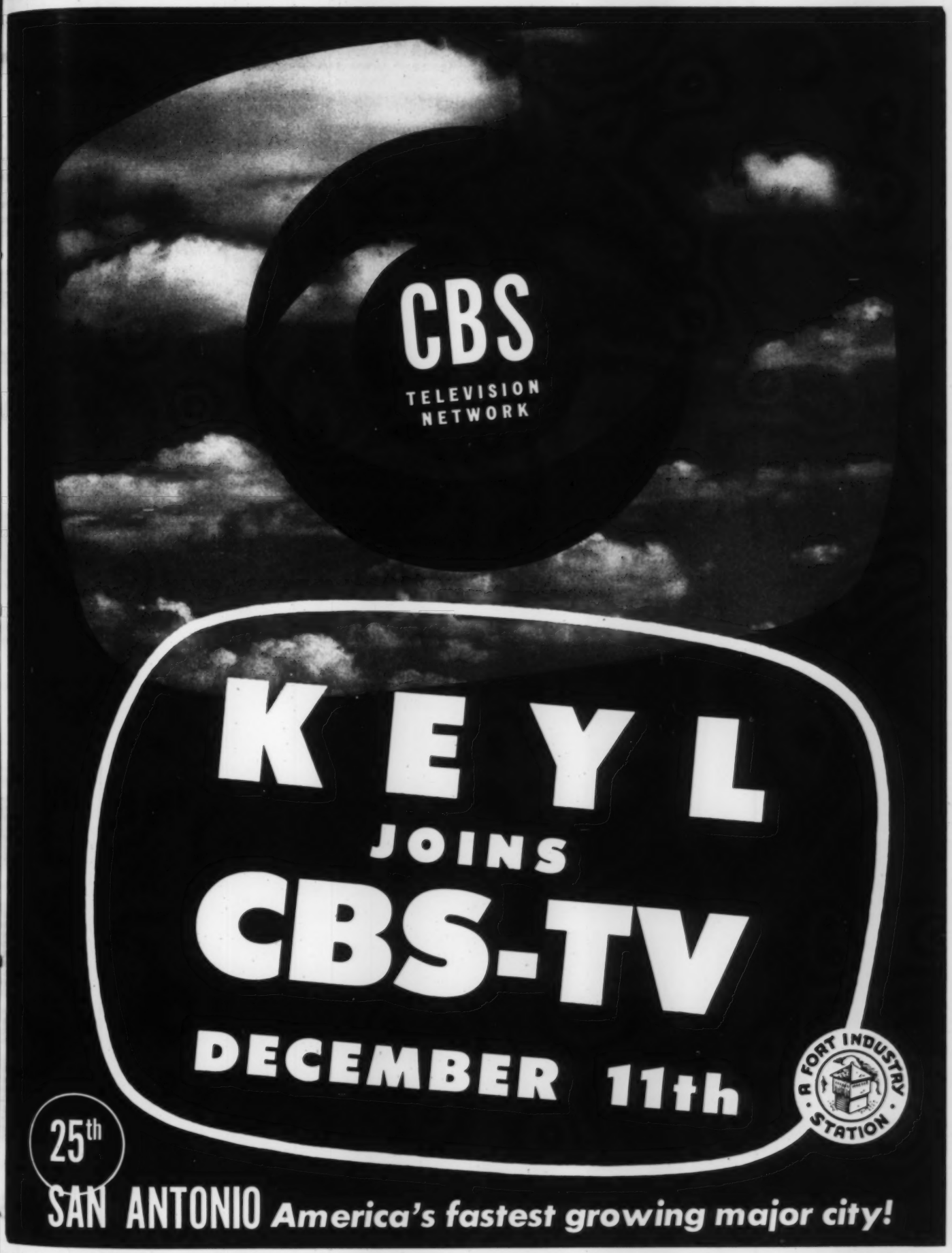
Weekly Television Summary—December 10, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	11,200
Ames	WOI-TV	71,125
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	337,687
Binghamton	WNBF-TV	47,200
Birmingham	WAFM-TV, WBRC-TV	70,000
Bloomington	WTTV	16,800
Boston	WBZ-TV, WNAC-TV	809,004
Buffalo	WBEN-TV	232,494
Charlotte	WBTV	106,158
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000
Cleveland	WEWS, WNBK, WXEL	529,548
Columbus	WBNS-TV, WLWC, WTVN	191,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	145,412
Davenport	WOC-TV	74,014
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	76,875
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	145,412
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	84,049
Houston	KPRC-TV	98,902
Huntington-Charleston	WSAZ-TV	63,167
Indianapolis	WFBM-TV	192,500
Jacksonville	WMBR-TV	46,000
Johnstown	WJAC-TV	120,000
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	157,251
Lancaster	WGAL-TV	123,055
Lansing	WJIM-TV	67,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	116,642
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,196
Memphis	WMCT	108,750
Miami	WTVJ	93,000
Milwaukee	WTMJ-TV	280,112
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	48,240
New Haven	WNHC-TV	298,000
New Orleans	WDSU-TV	67,811
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,700,000
Newark	WATV	
Norfolk	WTAR-TV	85,742
Oklahoma City	WKY-TV	103,215
Omaha	KMTV, WOW-TV	185,843
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	939,000
Phoenix	KPHO-TV	44,700
Pittsburgh	WDTV	343,200
Providence	WJAR-TV	178,000
Richmond	WTVR	95,877
Rochester	WHAM-TV	98,125
Rock Island	WHBF-TV	74,016
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	89,400
San Antonio	KEYL, WOAI-TV	58,975
San Diego	KFMB-TV	111,993
San Francisco	KGO-TV, KPIX, KRON-TV	267,500
Schenectady-Albany-Troy	WRGB	188,500
Seattle	KING-TV	187,200
St. Louis	KSD-TV	227,000
Syracuse	WHEN, WSYR-TV	143,494
Toledo	WSPD-TV	137,000
Tulsa	KOTV	89,262
Utica-Rome	WKTV	68,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	312,100
Wilmington	WDEL-TV	84,262

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 14,539,800

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.


CBS
TELEVISION
NETWORK
KEYL
JOINS
CBS-TV
DECEMBER 11th
A FORT INDUSTRY STATION
25th
SAN ANTONIO America's fastest growing major city!

tising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because a television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of hard liquor should not be accepted.

(b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

(d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

(e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

(f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

(g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

(a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

(b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See Time Standards for Advertising Copy.)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Advertising Message (minutes and seconds)

Length of Program (min.)	News Programs Day and Night	All Other Class "A" Time	All Other Programs Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The times set forth above do not affect the established practice of reserving for the station's use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising

Text of NARTB Television Code

(Continued from page 82)

TV Code Chronology

June 22, 1951, Washington—All-industry television meeting addressed by Wayne Coy, chairman, FCC, and Sen. Edwin C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee. Present: 103 television broadcasters representing 65 stations, four national networks. Resolution asking NARTB to supervise development of Code adopted.

July 12—Robert D. Swezey, WDSU-TV New Orleans, appointed chairman of Television Program Standards Committee by Harold E. Fellows, NARTB president.

July 30, Washington—First meeting of the Television Program Standards Committee. Subcommittees formed.

Aug. 6—Committee 1 met in New York.

Aug. 8—Committee 2 met in Milwaukee.

Aug. 10—Committee 3 met in New Orleans.

Sept. 6-7—Television Board, meeting at Virginia Beach, Va., reviewed preliminary work of Code Committee.

Oct. 2-3, Washington—Code Committee completed final draft for presentation to NARTB television membership.

Oct. 19, Chicago—Television membership of NARTB endorsed code with suggestions for changes. Resolution urging Board to promulgate document passed.

Dec. 6, Washington—Code promulgated by Television Board.

March 1, 1952—Code becomes effective.

message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934 and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the NARTB:

I

NAME

The Name of this Code shall be the Television Code of the NARTB*.

*"Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable;—". *By-Laws of NARTB, Article VII Section 2, B. (4).*

II

PURPOSE OF THE CODE

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

SUBSCRIBERS

Section 1. ELIGIBILITY

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. CERTIFICATION OF SUBSCRIPTION

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. DURATION OF SUBSCRIPTION

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual process specified below.

Section 4. SUSPENSION OF SUBSCRIPTION

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming including commercial copy which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final.

Section 5. ADDITIONAL PROCEDURES

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. AMENDMENT AND REVIEW

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. TERMINATION ON CONTRACTS

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

RATES

Each subscriber shall pay "administrative" rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

THE TELEVISION CODE REVIEW BOARD

Section 1. COMPOSITION

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television Code. The Review Board shall be composed of five members all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors

(Continued on page 88)

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
THAN
ALL STATIONS
COMBINED*
*by C. E. HOOPER.....1951
5000 WATTS—930 KC
ABC PROGRAMS
Represented by
THE BRANHAM COMPANY

shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification, of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. LIMITATION OF SERVICE

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. QUORUM

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. AUTHORITY and RESPONSIBILITIES

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phases in the Television Code; (4) to develop and maintain appropriate liaison with govermental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. DELEGATION OF POWERS and RESPONSIBILITIES

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. MEETINGS

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

Text of NARTB Television Code

(Continued from page 87)

APPENDIX A

ADDITIONAL PROCEDURES RELATING TO ADMINISTRATION, HEARINGS AND DECISIONS*

THE TELEVISION CODE REVIEW BOARD—AUTHORITY AND RESPONSIBILITIES

(Reference Television Code, Regulations & Procedures V Sec. 3)

Section 1—PREFERRING OF CHARGES—CONDITIONS PRECEDENT:

Prior to the preferring of charges to the Television Board of Directors concerning violation of the Code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber; (2) shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber and (3) shall have served upon the subscriber by registered mail a notice of intent to prefer charges, at least 20 days prior to the filing of any such charges with the Television Board of Directors.

During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action, based upon such written reply as the subscriber may care to make, or upon any such action as the subscriber may care to take program-wise in conformance with the analysis, interpretation or recommendation of the Television Code Review Board.

A. NOTICE OF INTENT:

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

B. TIME:

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the 20 days above specified, provided that a certain time in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

Section 2: CONFIDENTIAL STATUS:

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning the specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

Section 3: THE CHARGES:

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor together with specific references to the Television Code. The charges shall contain a statement that the conditions precedent, herein before described, have been met.

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(References: Television Code, Regulations & Procedures, III, Sec. 4)

(The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the Television Code, Regulations & Procedures, III, Sec. 4):

Section 1: A subscriber shall be advised in writing by registered mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the Television Code.

Section 2: A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

Section 3: Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors, in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4: A stenographic transcript record shall be taken and shall be certified by the chairman of the Television Board of Directors to the office of the secretary of the NARTB, where it shall be maintained. The transcript shall not be open to inspection unless otherwise provided by the party respondent in the proceeding.

Section 5: The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6: At hearing, the Television Code Review Board shall open and close.

Section 7: The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8: The presiding officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided.
(Reference: Television Code, Regulations & Procedures, III, Sec. 4).

Section 9: Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10: Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the presiding officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

Section 11: The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

Section 12: A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-dis-

*References: By-Laws of the NARTB Article VII Sec. 2 B (4); Television Code, Regulations & Procedures, III, Sec. 5.

NARTB Adopts Seal

NARTB's TV board adopted a Seal of Approval to go along with its new TV code, promulgated Thursday in Washington. An artist will be commissioned to draw the final seal. As approved, the seal will consist of an open laural wreath, points up, with these words underneath: "Entertainment, Education, Culture, Information." A ribbon will appear across the wreath above the words: "Seal of Good Practice." The initials NARTB will appear in block letters. Will the design cover color television? "Ask Charley Wilson of the NPA," suggested Robert D. Swezey, WDSU-TV New Orleans, chairman of the code-writing committee.

overed evidence is claimed the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

a. Reconsideration; b. Additional oral argument; c. Reopening of the proceedings; d. Amendment of any findings, or e. Other relief.

Section 13: Requests for reconsideration or rehearing shall be filed within 10 days after receipt by the respondent of the decision. Opposition thereto may be filed within five days after the filing of the request.

Section 14: At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

Section 15: Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

TV Code Adopted

(Continued from page 77)

said the TV Board, Mr. Swezey said:

The unanimity with which the nation's telecasters have acted in developing rules for self-regulation should reassure all of those among the public, in the government and associated with special groups who have expressed concern about present character and future development of this powerful instrument of communications. Lawyers, doctors, educators, and many other professional groups, older in experience than television broadcasters, have established the traditional practice of professional self-regulation as a means of satisfying public interest obligations. The television broadcasters now have taken action in this pattern. The business-like manner in which this code has been written and adopted, the sincerity of all of those who have had a hand in the job, reflects the determination of America's television broadcasters to fulfill the command implicit in the Code's preamble itself —that they represent and manage a "family medium."

While a lot of problems facing TV stations in conforming to the code remain unanswered, the TV board members made it clear that the document is designed to grow with the industry and is subject to change as experience dictates.

Asked if non-subscribing TV stations could display the seal in connection with programs fed by a subscribing network, President Fellows explained that the code is applied to stations and networks rather than to stations. It was conceded non-subscribing stations might get a "free ride" if network programs included the seal. Mr. Swezey noted, on the other hand, that NARTB can go to the courts if use of the seal is abused.

How about the status of affiliate stations when network programs violate the seal, Mr. Swezey said the review board would "go to the source" instead of citing all the affiliates that carried the program.

Would the code induce FCC to call off its threatened hearing on TV practices? "Ask Wayne Coy (FCC Chairman)," Mr. Swezey suggested.

When the TV board convened Wednesday morning at NARTB headquarters it went quickly into the substantive provisions of the code. By the end of the day the directors had adopted a number of changes in the document, including a plan to require posting of bond in complaints. All day Thursday they worked on the appendix, which is designed to specify details of the enforcement procedure and to answer charges of some radio attorneys that the penal framework had "kangaroo court" aspects.

Decisions of the TV board in the case of violations are to contain findings of fact, in detail, in support of the conclusion reached. Rehearing may be asked, seeking reconsideration, additional oral argument, reopening of proceedings, amendment of findings etc.

All hearings will be closed and correspondence will be confidential except that the subscriber cited may waive this secrecy if he wishes.

TV board members may disqualify themselves in hearings or an interested party may be disqualified by majority board vote.

This clause, like the bonding procedure, is aimed at possible complaints by competitors or nuisance complaints.

The board envisions general showing of the seal on TV screens along with other visual display. Suitable copies in the form of film, slide and other reproductions will be prepared after the final design has been drawn.

Sections of Code

The code is divided into: Preamble, Programming, Advertising, Rules and Procedures for Observance, and Appendix.

Section I includes preamble, rules of program behavior, advancement of education and culture, responsibility toward children, decency and decorum in production, community responsibility, treatment of news and public events, controversial public issues and religious programs.

Section II covers advertising practices, with table of recommended limits on commercial copy. Language is not mandatory in many of the advertising provisions, giving stations latitude in the early stage of TV's growth.

The review board procedure is in Section III.

The writers of the document explain the intent in these words: "The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served."

Members of the four committees that drew up the document were:

Committee 1 (Categories—advancement of education and culture, responsibility toward children, acceptability of program material, decency and decorum in production): Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont Network; Clair R. McCullough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia.

Committee 2 (Categories—Treatment of news and public events, presentation of religion, community responsibility, presentation of controversial issues): Harold Hough, WBAP-TV Fort Worth, chairman; Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT (TV) Memphis; Mr. Swezey.

Committee 3 (Category—Advertising practices): Walter J. Damm, WTMJ-TV Milwaukee, chairman; Harry Bannister, WWJ-TV Detroit; James D. Hanrahan, WEWS Cleveland.

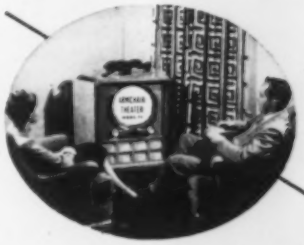
Committee 4 (Category—Observance): Mr. Raibourn, chairman; Mr. Bannister and Mr. Thornburgh.

Thad H. Brown Jr., director of television at NARTB and counsel to the television board, acted as secretary to all committees and participated in the drafting of language.

Members of the Television Board are: Mr. Thomas, chairman; Mr. Swezey, vice chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; Mr. Bannister; Mr. Hough; Mr. McCollough; Mr. Raibourn; W. D. Rogers, Jr., KEYL San Antonio; George B. Storer, Fort Industry Co., Birmingham, Mich.; Frank M. Russell, NBC; Chris J. Witting, DuMont Network.

5 star participation shows in a top TV sales market

At low participation rates, these top-rated programs offer you ready-made and responsive audiences in America's fastest-growing TV area. All 5 shows have proven sales records for national advertisers. Phone Blair TV or write direct for program resumes.



"Armchair Theater" 11:10 P. M.
Top-rated daily late evening show featuring first TV runs of outstanding films by famous stars. Offers top value for your TV advertising dollar.

"Jean's Kitchen Fair" with Jean Phair 10:45 A. M.
This top home economist has built a "must see" audience of homemakers in the big WBNS-TV area. It's your key to central Ohio's TV kitchens.

"Western Roundup" with The Wrangler and Blackie
From 4:45 to 6:00 P.M. the whole gang gathers around the chuck wagon for western lore, rope tricks, drawings of personal brands and western films.

"Sharp Comments" with Fern Sharp 3:30 P. M.
A unique variety program for women by a leader for over 12 years in presenting fashion, food and homemaking news to women of central Ohio.

"Homemakers Hob Nob" 10:00 A. M.
From "Slick Tricks" to "Buying Tips" Jeanne Shea, Tom Gleba and cast of 4 blend the best features of the "Women's Page" into this fast-moving popular program.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV Network. Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street

200-kw UHF BID

WHUM Request Denied

FEARING a "Foot-In-Door" for commercial operation if it granted request of WHUM Reading, Pa., for a 200-kw experimental TV station, FCC last week turned down WHUM's bid for a $380,000 experimental outlet [B•T, Aug. 20].

In a Dec. 5 letter to WHUM, FCC stated that in its opinion the proposed experimental station would not be constructed prior to the lifting of the freeze and the "net effect of your construction would be the completion of a station having all the characteristics of a commercial TV station and one which, to a substantial degree, is intended to be used as such by you."

"To permit a station of this type to be constructed at this time under an experimental authorization would be contrary to the spirit and purposes of the Commission's 'freeze' order," it added.

Opposition to the granting of the WHUM application came from WEEU, also in Reading. WEEU's objections were that authorization would be tantamount to a commercial grant, prohibited by the TV freeze order [B•T, Sept. 24]. Both WHUM and WEEU are commercial TV applicants in Reading.

WHUM had planned to put a Channel 55 station at Summit Station, Pa., with antenna on 1,019-ft. tower, giving it an antenna height above average terrain of 1,800 ft.

Commission letter stated that if WHUM wanted a hearing it should request one by Dec. 26. If request is not received by then, Commission said, it would dismiss the application.

EAST-WEST COLOR

AMA Show Put on Relay

THE FIRST transcontinental color telecast was staged last Friday at the American Medical Assn. convention in Los Angeles. It was microwaved and cabled closed circuit to groups of doctors at the U. of Chicago and at CBS color laboratories in New York City. CBS and Smith, Kline & French participated in the venture.

Telecast was the operation for a rare heart ailment on a 20-year-old patient at Los Angeles County General Hospital. The operation, performed by Dr. John C. Jones of the U. of Southern California Medical School, required cutting open of the man's chest and removal of restricting tissues surrounding and impeding the flow of blood through the aorta, principal vessel feeding blood to the body from the heart.

TELEVISION
Sound film studios

Sound proof stage 600 AM 3 phase power. Separate rooms for projection, screening, cutting shop, dressing, lounge, office and storage.

H. K. Goodkind
155 East 40th St., New York, N. Y.
MU 6-1970

film report . . .

ACTRESS-AUTHOR **Ilka Chase** will be starred in *The Feminine Angle*, a quarter-hour weekly television film series to be distributed by **United Artists Television**, New York. Miss Chase will interview a prominent personality on each program and choose five women-of-the-week for a story on their professions.

The series will be filmed in New York and released each Tuesday in time for telecasting the following day. In addition, United Artists announced that Miss Chase will make individual announcements for sponsors of the program at nominal cost.

—**Jerry Fairbanks Productions**, Hollywood, will re-release its hour-long Christmas television film, *The Joyful Hour*, produced last year, for showing again this year on TV stations. It will be offered to stations without charge. The story is about the Nativity and features **Ruth Hussey, Nelson Leigh, Pat O'Brien** and his family and **Cecil Cunningham. Frank McDonald** directed the program.

—Television distribution rights to more than 40 **Julian Bryan** documentaries from International Film Foundation has been acquired by **Sterling Television Co.**, New York. Four international prize-winners are in the group: *Boundary Lines, Picture In Your Mind, Sampan Family* and *Japanese Family*.

—**The Princeton Film Center**, Princeton, N. J., has been selected by Father Flanagan's Boy's Home, Boys Town, Neb., to distribute their new 21-minute color film, *Place Called Home*. Prints will be available for distribution after Jan. 1.

—Marking its first year of operation, the **Educational Film Sales Department** of U. of California Extension announces the availability of nine new 16 mm films of interest to educators and school administrators.

The nine are part of a series of motion pictures on the various crafts within the dramatic arts and were produced by the **Theatre Arts Dept.** on the Los Angeles campus of the University. The nine current titles include *Four Ways to Drama, One Way to Build a Flat, Make-up for the Theatre, Color and Light, Making Theatrical Wigs, Projecting Motion Pictures, Bird Hunt, Introduction to Jazz* and *Perspective Drawing*.

For more information write the Educational Film Sales Dept., University Extension, U. of California, Los Angeles 24. Complete study guides are available on each film. Preview prints are also available on request, according to William Jordan, head of the Film Sales Department.

—Exclusive distribution contract has been signed by **United Television Programs** and **Parsonett Studios** for a new series of half-hour programs, according to **Gerald King**, president of United.

Actor **Melvyn Douglas** stars in the series, titled *Hollywood Af...* He plays a super-sleuth who su... ceeds where others fail in solvi... unusual situations.

Production plans call for co... pletion of *Hollywood Affair* in ti... for telecasting early in Februar... **Rip Van Runkle**, author of moti... picture *Destination Moon*, is wr... ing the series.

The *Hollywood Affair* program... are first of several contemplat... films which **Marion Parsonett**, pre... ident of Parsonett Studios, w... produce in his Long Island studio.

Eight markets, including N... York, Detroit, Chicago, Cincinna... and Buffalo, have already pu... chased the series, said **Aaron Beck... with**, sales director for Unite... Parsonett is the eighth televisio... film company to be represented b... United for exclusive distributio...

Sales and Production . . .

KELLOGG Co., Battle Creek, Mich.... commercials on *Tom Corbett, Spa... Cadet* program, ABC-TV, currentl... feature a Pep Honor Roll of Je...

(Continued on page 113)

ONE-CHANNEL CITIES

Reservations Listed

FOLLOWING cities have only one channel proposed by the FCC to be allocated to that city and reserved for noncommercial, educational use:

VHF—University, Ala.; Orono, Me.; State College, Miss.; Durham, N. H.; Chapel Hill, N. C. UHF—Auburn, Ala.; Storrs, Conn.; Moscow, Ida.; University, Miss.; Oxford, Ohio; State College, Pa.; Blacksburg, Va.; Charlottesville, Va.; Morgantown, W. Va.

Cities which have the only VHF channel reserved for educational use are:

Fayetteville, Ark.; Boulder, Col.; Gainesville, Fla.; Athens, Ga.; Urbana, Ill.; Iowa City, Iowa; Lawrence, Kan.; Manhattan, Kan.; Columbia, Mo.; Bozeman, Mont.; Corvallis, Ore.; Brookings, S. D.; Vermillion, S. D.; College Station, Tex.; Denton, Tex.; Pullman, Wash.; Laramie, Wyo.

PROGRAM ISSUE

Education-Only TV Raised by JCET

WHAT HAPPENS to FCC's "well-rounded" service requirement when the only TV station in a town is an educational outlet?

That question was raised and answered by the Joint Committee on Educational Television in one of the last filings in the current "paper" allocations proceedings.

Its recommendation: Let the noncommercial, educational station carry commercial programs on a temporary basis until regular commercial TV service comes to town.

Strongly emphasized is JCET's opposition to any relaxation of the noncommercial rules which forbid selling time. What JCET has in mind is an interim measure only.

According to the proposed FCC allocations plan, 14 cities—all "educational centers"—are assigned only one TV channel. It is reserved for educational broadcasters. In addition, there are 17 cities, also primarily educational centers, in which the only VHF channel is reserved for educational use.

Include Commercial Programs

Since, in both cases, the educational station may supply the only TV service to the community for a long time, JCET wondered whether the Commission should not consider making it possible for it to include commercial programs temporarily.

Exhibits attached to the JCET brief showed that each of the cities to which a single noncommercial station had been proposed would be served ultimately by a number of signals from stations outside its own confines.

In the instances where the only VHF channel is reserved, commercial UHF stations will come along subsequently to furnish "well-rounded service," the brief indicated. JCET's thinking here is that UHF stations can get going much earlier than those granted a UHF channel.

Appointment of James M. Landis as counsel, succeeding Brig. Gen. Telford Taylor, was announced by JCET last week. Gen. Taylor was recently appointed Administrator of the Small Defense Plants Administration [B•T, Oct. 22, 15]

Mr. Landis was a member of the Federal Trade Commission, 1933-34; Securities and Exchange Commission, 1934-37 (and chairman 1935-37); dean of the Harvard Law School, 1937-46. During World War II he was Director of Civil Defense, 1942-43; Economic Minister to the Middle East 1943-45. At present he is a member of the New York law firm of Landis, Taylor & Scoll and of the Washington law firm of Landis, Cohen, Rubin, Schwartz & Gewirtz. Seymour Krieger, of the Washington law firm of Krieger & Jorgensen, will continue as JCET associate counsel.

In the release announcing Mr. Landis' appointment, JCET said that 552 educational institutions filed comments during the recent proceedings.

JCET, which is partially financed by the Ford Foundation's Fund for Adult Education, is made up of American Council on Education, Assn. for Education by Radio-TV, Assn. of Land-Grant Colleges and Universities, National Assn. of Educational Broadcasters, National Assn. of State Universities, National Council of Chief State School Officers and the National Education Assn.

TV Set Freeze?

(Continued from page 79)

for civilian use after next July 1. Allocations for the first half of 1952 appear safe, he added.

Nickel is urgently needed for jet engines and copper for atomic energy plants, he pointed out. Civilian producers already have been cut back up to about 60%, and other reductions will not release substantial quantities of steel and brass mill products.

If a total TV blackout materializes, the repercussions would be felt throughout broadcast and related industries — starting with FCC's announced intent to lift the TV station freeze by next spring. It would come as no surprise to many informed authorities, though they have not generally given public expression to this feeling.

The reasoning is along these lines:

While industry has practiced conservation and subsituted other metals, some copper and nickel are vitally essential for radio-TV receivers. Radio coverage has reached a point closely akin to saturation—far at least more closely than TV. FCC still has in effect its freeze on new TV stations. When it is lifted, new stations would not take the air before 1953 anyway. The role of television is not on as high a plane of essentiality for civil defense as radio stations at the present time. A substantial saving could be made in materials earmarked for television sets—more comparably on a quantitative basis than that which may be anticipated from the color TV set manufacture ban.

Different lines of thinking among top government, industry and Congressional leaders continued to point up confusion over the progress of the rearmament program.

Conflict was raised initially by the Senate Preparedness Subcommittee which criticized the "lag" in the preparedness drive and took Mr. Wilson to task for jeopardizing military production by permitting civilian industry to function at a reasonable or operative level [B•T, Dec. 3].

On the basis of developments last week these further conclusions were suggested:

● Government procurement officials are more concerned over the lag in aircraft output *per se* than any deficiency in electronic production, which has held up very well.

● The administration may appoint a procurement czar for the armed forces in a bid to eliminate service disputes and speed up the letting of contracts once contracts are obligated on paper. Procurement during July-October for aircraft, ships, tanks, weapons and electronics was roughly $10.5 billion.

Mr. Fleischmann made these points:

● A further additional cutback in civilian goods—say, 10% or more—may eliminate profit margins of manufacturers, upset the delicate balance between consumer and military allotments and lead to total conversion.

● The difficulty in meeting military orders has been due less to materials shortages and meeting civilian needs than to lack of machine tools, accelerated arms shipments abroad, strikes and other factors.

● Fulfillment of essential civilian requirements for radio-TV receivers and other higher priority goods is not endangering the rearmament program.

The progress of electronics is being studied almost daily in relation to the defense drive. Meetings are scheduled today (Monday) for:

(1) The Electronics Production Board, under E. T. Morris, to evaluate the military-civilian production balance.

(2) The Electronics Parts & Components Distributors Industry Advisory Committee to discuss a variety of subjects.

The Electronics board has been meeting quietly at least every fortnight. Consensus is that the electronics bottleneck has been resolved and that aircraft production represents the No. 1 problem. The board is expected to weigh the preparedness program in relation to the statements by Mr. Wilson and Mr. Fleischmann, and two Congressional committees.

The distributors group will view metal shortages, progress of maintenance, repair and operation orders (providing materials for amateur radio operators), difficulty in obtaining tubes, copper wiring and switches, a report on testing equipment and the recent color TV manufacturing ban. Nelson Miller of the National Production Authority's Office of Civilian Requirements will preside.

80% To Military

A similar session was held by NPA last Wednesday for a magnet manufacturers' industry group. Committee reported that 80% of its output goes for military or defense-supporting orders and the remainder is channeled to radio-TV manufacturers. NPA outlined procedures for obtaining materials during the second quarter of 1952.

A piano-makers industry unit also called on NPA, protesting the classification of that instrument with less essential consumer-type products. Members felt the agency struck a sour note, pointing out that radios and TV receivers are bunched in the "A" subgroup of civilian class "B" product listings [B•T, Nov. 26]. This means, they said, that "education and family life in the home is non-essential."

A Congressional "watchdog" committee, headed by Sen. Burnet Maybank (D-S. C.), praised the mobilization effort and slapped obliquely at the companion Senate Preparedness Subcommittee under Sen. Lyndon Johnson (D—Texas).

The Maybank group made these points:

● "We cannot reasonably conclude that the nation has failed to maintain its minimum military strength in an effort to place butter before guns."

● Mobilization authorities are to be lauded for choosing a "middle road" between "converting the entire economy to an all-out production effort" and bestowing "merely token recognition to military needs."

● "The first extreme would have caused widespread unemployment and would have precipitated economic crises of all kinds." The other would have courted national disaster.

Industry and other defense leaders also got into the act. Philip D. Reed, board chairman of General Electric Co., declared that "the peak of the rearmament program as presently projected is too high and comes too soon." He recommended the program be reduced or at least projected over a longer range.

Secretary of Defense Robert Lovett rejected Mr. Reed's position, claiming it is urgent for the U. S. to rearm as speedily as possible.

In other developments NPA:

● Placed outdoor advertising firms wholly under its Class "B" listings subject to the controlled materials plan. The regulation brackets frameworks and supports with displays, posters, signs and other parts previously included in the group.

● Permitted manufacturers using less than specified amounts (30 tons of carbon steel, 8 tons of alloy steel, 1,500 pounds of stainless steel, 2,000 pounds of aluminum and 3,000 pounds of copper and base alloy) per quarter to self-authorize their orders for Class "B" products (radio-TV receivers, transmitters, and other consumer and commercial equipment).

● Made plain that machine tools may not be diverted after Feb. 1 to non-priority or civilian uses.

● Announced that restrictions on new rubber may be lifted after Jan. 1.

NBC-TV Sales Policy

(Continued from page 79)

time and talent, would rise from $12,000 to $19,500.

Multiple sponsorship, Mr. Madden felt, is one answer to rising costs. He thought it will also be necessary to provide for exchange of commercial time among sponsors of programs on alternate-week or every-third-week basis, in order that each will get the benefit of having its name before the public weekly.

With respect to theatre TV, he saw no reason for broadcast television to be afraid. By 1955, he estimated there will be 28 million TV homes, which, assuming three viewers per home, would mean an audience of 84 million persons. Comparatively, he expected 4,300 theatres to be TV-equipped by 1955, with seating capacities averaging 1,000 each for a total theatre TV capacity of 4.3 million. Even if all these theatre seats were filled with people from TV homes, it was noted, more than 79 million others from TV homes couldn't get into the theatres if they wanted to. Accordingly, NBC-TV is expected to develop some programming for theatre television.

HYMAN GRAYSON, pres., Grayson's Furniture and Appliance Center, finalizes 52-week contract for *Country Fair* on WBAL-TV Baltimore Looking on (l to r): Jack Burk, station sales exec.; Frank Seager, Grayson's; Bert Claster, producer; Herb Metzier, GE Supply Co.; George Avis, Azrael Adv. Agency.

CINCINNATI's Fourth Street Area Assn. takes *Fashion Previews* on WCPO-TV Cincinnati. Wm. Newbold Sr., pres., Newbold's Inc., completes contract before (l to r) Reuben Herzfeld, vice pres. & gen. mgr., Jenny's; Pat Crafton, station acct. exec.; Tim Kilduff, adv.-prom. mgr., Pogue's.

HANSORD Pontiac Co. of Minneapolis buys weekly *Sports Digest* featuring Fred Vant Hull each Sunday on KSTP-TV Minneapolis-St. Paul. L to r: Mr. Vant Hull; Bob Nicolin, Mullen-Nicolin Agency; Rudy Luther, Hansord Pontiac; and Karl Kaufmann, KSTP-TV acct. exec.

RHODES Pharmacal Co. takes *The Clock* on ABC-TV. L to r: Walter Zivi, radio-TV dir., O'Neal, Larson & McMahon, agency; Ed Friendly, eastern television sls. mgr. of ABC; Nelson J. McMahon, agency pres.; and Jerome Rhodes, pres. of sponsoring firm.

ROBERT M. GANGER (seated), exec. vice pres., P. Lorillard Co., finalizes Old Gold sponsorship of *Down You Go* on WABD (TV) New York and DuMont Network. H. A. Kent, (left) company pres., and Chris. J. Witting, DuMont dir. and gen. mgr., look on.

THREE-YEAR contract for *Boston Blackie*, Ziv Television production, is signed by Ervin Weinberger, prom. dir., Ward Drug Co., Dallas. Watching (l to r): Jack Blake, KRLD-TV Dallas acct. exec.; O. J. Reiss, Ziv representative; Bill Meeks, Pams Adv.; William Roberts, asst. gen. mgr. chg. sls., KRLD-TV.

'DISTRIBUTION' MEDIUM

Role Seen For Video

TELEVISION may become "an even more important distribution medium than a communications medium" but its distribution features cannot be exploited until arrangements are made to collect at the receiving end, Millard C. Faught, public relations consultant, told the 42d anniversary dinner of the Radio Club of America last Tuesday in a speech lauding box office TV.

Dr. Faught, president of the Faught Co., New York—one of whose clients is Zenith Radio Corp., developer of Phonevision — said that "by solving the prosaic problem of 'how to collect the admission ticket' any such workable box office home-television service automatically makes the family living room into a potential movie house, legitimate theatre, sports stadium, class room or even church—complete with collection plate."

The question now is up to FCC, he pointed out, adding that "it may well be the most portentious decision in the history" of the Commission.

He also suggested a number of new uses for radio and TV—use of small FM stations as electronic house organs by industrial concerns, for instance, and use of small stations by "local clubs, Boy Scout troops, chambers of commerce, unions, churches, etc., for those types of community communications which make up the very life blood of a democratic society."

Is Guest Speaker

Dr. Faught was guest speaker at the birthday dinner of the club, an organization of leading engineers. O. J. Morelock, Weston Electrical Instrument Corp., is president. Harry Sadenwater, Radio Engineering Labs, was toastmaster for the dinner, held at the Advertising Club of New York and attended by approximately 200 persons.

Speaking on "Radio and Television . . . Why?", Dr. Faught said at least four subscription TV methods now are being developed and that one of these—Zenith's Phonovision — has completed its first commercial test. The others, he noted, are Skiatron's Subscriber-Vision, Paramount's Telemeter, and "the subscription system that RCA reports as taking form in its labs."

Though he felt that TV may become most important as a distribution medium, he said he also thought it "will achieve its true potentials" by serving in both the distribution and communications fields.

Many fields that depend on "moving the consumer to the product," Dr. Faught said, are experiencing trouble. He said:

"Our colleges and universities (distribution vehicles for ideas and education) are running critically in the red; motion picture theatres by the hundreds have closed in recent months, and many more subsist on such tenuous revenue as popcorn sales; the legitimate theatre has shrunk to islands of defense in three or four of the largest metropoli; cultural distribution facilities, like the Met, are awash with red ink; even the premium stadium sports, like baseball and football, are suffering from rusting of the turnstile; the book publishing business is languishing; and altogether too many church edifices are falling into disrepair albeit man is in a notably resurgent mood for religious sustenance."

On the other hand, he said, TV "takes the customer to the product"—comfortably, in his own home. Despite the "tacit assumption" that broadcast programs should be free to the set-owner, he continued, television additionally "still has all of its unique potentialities for delivering programs of a sort people are demonstrably willing to pay for . . . these would be the same kinds of programs for which people now pay when they go out of the home to 'consume' them."

Via subscription TV he saw "potential quadrupling of the motion picture market," plus service to great numbers of shut-ins who cannot go to the theatre anyway. And theatrical first nights, on box office TV, might provide the producer with "revenue equivalent to that of a year's ordinary run," he continued, noting that subscription television similarly can be a financial boon in many other fields, including education.

PRODUCTION TAX

Seek Change in L.A.

AMENDMENT seeking lowering of city license fees for television film producers will be presented to Los Angeles City Council at the group's next session. The proposed action, which would cut license fees for TV producers to 50 or 75% of that required from producers of theatrical motion pictures, is the result of meetings between representatives of the National Society of Television Producers and the Revenue and Tax Committee of the council.

NSTP maintains that profits derived from TV film production are considerably less than those from motion picture production, so that license fees for TV producers should be less than those for motion picture producers, rather than at the same level as at present.

Scales under proposed amendment calls for $25 yearly fee for gross production costs of $25,000 or less, with additional dollar per $1,000 of gross costs over $25,000.

Present scales are $50 per year minimum for production of $25,000 gross or less to maximum of $700 yearly for 500,000 gross production or more.

PHONEVISION FILMS

Who Got the Pictures?

ZENITH OFFICIALS — probably President Eugene F. McDonald Jr. and Attorney Irving Herriott— will be recalled this week before the St. Louis grand jury investigating the activities of former Collector of Internal Revenue James P. Finnegan.

The long-pending study of Mr. Finnegan's alleged irregularities unearthed a new angle last week when it was discovered he had been retained by Zenith Radio Corp. for $50,000 to help get films for the Chicago radio-TV manufacturer's Phonevision test [B•T, Jan. 22 et seq.].

Late last week, former Sen. Burton K. Wheeler (D-Mont.), said Mr. Finnegan "apparently sold a bill of goods" to Zenith. The former Montana Senator, now in Washington law practice with Zenith as one of his clients, said that movie producers made films available to Zenith after he complained to the Justice Dept. that their refusal to do so was contrary to the anti-trust laws.

The Zenith president's statement was issued immediately after his appearance before the grand jury in St. Louis two weeks ago.

Last week, also, the grand jury heard Paul Raibourn, vice president of Paramount Pictures (and head of its TV activities), and J. Robert Rubin, vice president and general counsel of Loew's-MGM. The session was short lived, lasting only 15 minutes, with one observer describing it as "highly unproductive."

Most of the movie executives queried are understood to have said they did not know Mr. Finnegan and to have denied it was through his efforts that films were obtained. The major reason for the switch to cooperation in supplying films is agreed by many to be the complaint filed with the Justice Dept. by ex-Senator Wheeler.

Hollywood Informed

Beginning in June 1950, the Justice Dept. informed the Hollywood producers that their collective ban on supplying films veered close to violation of the laws, H. Graham Morison, chief of the Dept.'s anti-trust division, told BROADCASTING • TELECASTING last week. By June 15 several had agreed, and by September practically all had given assurances, that they would comply with Zenith's request, he said. Mr. Morison said neither he nor anyone else in his division knew Mr. Finnegan.

Morison Explains

In answer to the question why Zenith felt it had to hire Mr. Finnegan when the Justice Dept. virtually had secured the film companies' cooperation, Mr. Morison explained that his agency was interested only in questions of law and shied away from any activity that would make it a party to business dealings.

Mr. Finnegan was hired by Zenith in November 1950.

Producers claimed that Phonevision was competitive to theatre exhibition of films and at first refused to supply any of their product to Zenith for its FCC-approved 90-day test in Chicago early this year [B•T, Jan. 22 et seq.].

Phonevision is a system of subscription-TV whereby a scrambled picture is sent over the air and cleared up by a device connected to the telephone. Fee, usually mentioned at $1, is charged to the subscriber's telephone bill.

Story of the Zenith-Finnegan-motion picture liaison broke the weekend of Dec. 2 when the *St. Louis Globe-Democrat* printed the report of the $50,000 fee.

Comdr. McDonald, in a statement issued the following day, said that by September 1950 all arrangements had been made to test the Phonevision system, "but Zenith had no films from the eight major film producers."

He went on: "We were approached by attorneys and by individuals in, or connected with, the film industry, each one seeking to represent us, and each one assuring us he could help get the needed films."

Among those who approached Zenith on this matter was Mr. Finnegan, the Zenith president said. ". . . We agreed to retain him as our attorney because we believed that he would be able to help us get the films in time for our test," Mr. McDonald continued. "Within a few weeks after we retained Finnegan we received assurances from several of the major producers that they would make films available to us. I don't know what, if anything, Mr. Finnegan did in connection with persuading the producers to make their films available to us . . . incidentally without rental charges."

The Zenith president stated that

(Continued on page 111)

SUBSCRIPTION TV

'Box Office' Need Cited

ZENITH is about to petition FCC for the establishment of subscription television as a commercial service and for the approval of its Phonevision as one practical method of operating subscription TV.

These disclosures were made last Wednesday in a speech by Henry C. Bonfig, vice president, Zenith Radio Corp. Mr. Bonfig spoke at a dinner meeting of the Sales Executive Club in Los Angeles.

Mr. Bonfig's speech, "The Growing Need for Subscription Television," outlined a practical side for the sales executives to consider.

He said survey after survey has shown that viewers are willing to pay extra to see special events. The Zenith vice president said TV costs are so heavy that advertising cannot bear the entire brunt. That is why, he added, that television needs a "box office" which could be supplied by subscription television.

Striking home at the Los Angeles area, he said "Here you have seven television stations. Last year, according to the FCC report, only one operated at a profit. Under the proposed allocation plan there will be three UHF channels made available here, and numerous other stations in the surrounding cities. Do you believe it possible for advertising revenues alone to support in Los Angeles and the immediately surrounding area the number of television stations that can, from a standpoint of technical availabilities, be operated here?

"If Phonevision were available today in Los Angeles, and your television set owners patronized it at the same rate as our test families [in Chicago], the station showing a movie from 9:30 to 11 p.m. would net three times as much as the gross time charge of all Los Angeles television stations combined!"

WTMJ-TV CODE

New Program Policies Set

WTMJ-TV Milwaukee last week released its new standards of program policies.

R. G. Winnie, station manager, commented that the new policies "reflect the feeling of this station that there is a special responsibility placed upon television stations in a single station market."

Six basic policies which were described as guide posts to future programming are paraphrased as follows:

(1) All provisions of the proposed NARTB television code are to be rigidly adhered to.

(2) Dramatic programs dealing with crime, horror and mystery are not acceptable prior to 9 p.m. and then only if they do not overstep the bounds of decency and decorum.

(3) A synopsis of certain types of program to be presented prior to 9 p.m. such as psychological dramas and experimental-theatre type productions must be presented in advance so that the station may pass on acceptability.

(4) WTMJ-TV will not repeat programs within a year.

(5) Each program is accepted on the basis of its content, public interest and acceptability of its sponsor. When an advertiser changes format, talent or advertising, the program immediately becomes subject to review by the station as to its further acceptability.

(6) Should any of these principles be violated, WTMJ-TV reserves the right to cancel, without usual cancellation notice.

WHEN TELEVISION SELLS . . .

FURNITURE IN SYRACUSE

Brothers Chet and Stanley Sagenkahn of the Sagenkahn Furniture Galleries have been on WHEN television for over two years. They attribute the year-round success of the BARCA-LOUNGER Heart Chair to their TV promotion of this item which retails at an average price of $165. WHEN television sells for Sagenkahn!

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

OWNED BY THE MEREDITH PUBLISHING CO.

GE IN TV 25 YEARS

Dr. Alexanderson Notes

COMMEMORATING the 25th anniversary of General Electric Co.'s entry into television, Dr. E. F. W. Alexanderson, TV pioneer and for 45 years GE's most prolific inventor, next Sunday will make his debut before the video cameras on the GE *Fred Waring Show* on CBS Television.

Exactly 25 years before, on Dec. 16, 1926, the nation's newspapers carried reports of a historic address by Dr. Alexanderson, now retired but then consulting engineer to GE, which he had made the previous evening at a meeting of the American Institute of Electrical Engineers in St. Louis. In that talk he had announced the development of a system for transmitting moving pictures by radio.

For days afterwards the press devoted columns to pictures of Dr. Alexanderson and his machine, which used revolving mirrors to project a video image on a screen. He was quoted as envisioning the time when "the world may view the rajah of India on parade, a future world championship boxing match, or heads of nations may hold a conference by television."

Old hat today, but hot news in 1926.

Mirror Replaced

The mirrors in Dr. Alexanderson's initial TV set-up were soon replaced with a Nipkow disc, a solid metal disc about the size of a bicycle wheel, perforated with a spiral of 48 small holes, which was placed between the brilliantly lighted subject and a bank of photo cells. As the variations in light impulses reflected from the object through the holes in the disc (which scanned the complete picture 20 times a second) hit the photo cells, they were changed into radio impulses ready for broadcasting.

Concurrently, Dr. Alexanderson was working on the first American home television receiver, a cabinet about the size of the old style console phonograph, containing a disc similar to that used in the transmitter. The radio impulses received through the air were changed back into light by a specially built high-frequency gas-filled neon tube and projected through the holes in the disc to produce a picture about three inches square.

This first TV home receiver was publicly demonstrated to GE officials and newsmen on Jan. 13, 1928. An improved model, with larger holes, each containing a magnifying lens, resulting in a received picture 14 inches square, was a center of interest at the New York

Historic glimpse of Dr. Alexanderson as he poses with his first television transmitter. Each of the 24 mirrors mounted on the wheel of the machine is at a different angle. Seven distinct light sources used painted a crude image of picture telecast before seven photo cells.

★ ★ ★

Radio Show the following September and in 1929 it was displayed again at both the New York and Chicago Radio Shows.

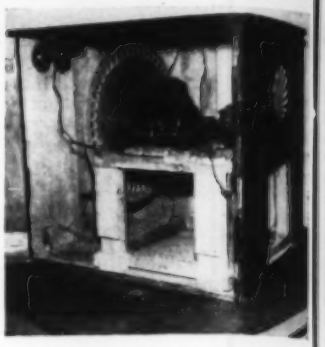
Meanwhile, on May 10, 1928, GE's radio station in Schenectady, WGY, made television a regular part of its program schedule, broadcasting picture signals three afternoon half-hours a week. On Aug. 22, 1928, Dr. Alexanderson's TV equipment was installed on the steps of the state capitol in Albany, 15 miles from Schenectady, to pick up the first remote telecast, of Gov. Alfred E. Smith as he accepted the Presidential nomination of the Democratic Party.

Theatre Showing

In April 1929 the Nipkow disc was discarded in favor of a cathode ray tube, forerunner of today's video picture tubes. A year later, in May 1930, Dr. Alexanderson made his next important contribution to television when he produced a picture seven feet square on the screen of Proctor's Theatre in Schenectady. For the unprecedented feat of projecting a TV picture on a large screen, Dr. Alexanderson built a new type of receiver using a light cell developed by Dr. August Karolus to change the radio impulses back into light.

At that first theatre demonstration, Dr. Alexanderson said:

"For 15 years radio was simply an auxiliary to navigation. In 1915 and 1916, we held daily communication by radio telephone from Schenectady to New York. We found that many amateurs adopted the habit of listening in and our noon hour of radio became the first regular broadcasting. But we had no idea what it would lead to.



An inside look at the inventor's receiver which incorporated scanning disc and loudspeaker. It was an outstanding attraction at the 1928 New York Radio Show and was seen again a year later at both Chicago and New York Radio Shows.

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"Our idea was to telephone across the ocean and so we did at the close of the war [World War I], but we failed to see the great social significance of broadcasting. Television is today in the same state as radio telephony was in 1915.

"Whether the general public will be enough interested or get sufficient satisfaction out of television is still to be seen. A new technique of entertainment will be required. As a supplement of broadcasting it can make a reality of the radio drama. Political and educational speakers may use it as a medium and entertaining personalities like Will Rogers will tell the latest wisecracks and comment on the news of the day. It is likely that every moving picture theatre in the large cities will have to be equipped to give a short television act.

Saw Great Potential

"The possibilities for new inventions in this art of television are inspiring. Just think of it, when you can put an electric eye wherever you wish and you can see through this eye just as if you were there. An airplane with a news reporter will fly to see whatever is of interest and the whole [television] audience will be with him seeing what he sees, and yet the audience will be perfectly safe and comfortable.

Today, Dr. Alexanderson looks at his brainchild in a slightly different light. Now retired, after 45 years of active service with GE during which he was the company's most prolific inventor, with a patent issued on the average of every seven weeks for the entire period, he sees television as a powerful weapon for world peace.

"Although languages sound different, pictures are the same to all of us," he said recently. "When we see things or situations with our own eyes it is hard for some agitator to upset our beliefs by his talks or statements, as happens so often today."

SKIATRON TEST

Planned Soon In New York

TESTS of Skiatron Corp.'s Subscriber-Vision system for pay-as-you-watch TV will start in some 300 New York homes within the next 60 to 90 days if FCC approves, Skiatron President Arthur Levy said Thursday.

The 90-day tests will utilize both live and film shows, with the latter expected to account for 75% of the programming, to be scheduled during peak audience hours of 6-9 p.m. To get first-run Hollywood features, Skiatron, at the suggestion of West Coast producers, wrote Eric Johnston Wednesday requesting that an industry-wide conference be held to discuss the matter. Society of Independent Motion Picture Producers—including Samuel Goldwyn and Walt Disney—had previously promised cooperation during the New York testing [B•T, Oct. 15].

New York tests, identified as Phase II of the Skiatron schedule (Phase I was testing held primarily for FCC about a year ago) will not offer so many performances as the Zenith Phonevision test held last year in Chicago with its three shows per day, Mr. Levy said.

It is also planned to present legitimate plays—perhaps one act only—from Broadway theatres, under auspices of such charities as the Red Cross and the USO. Start of the tests is dependent on lining up programming, with first-rate offerings being the prime requirement, Mr. Levy explained. FCC approval of the tests, he said, is expected to be granted without objection.

If the Skiatron system is ultimately adopted, the company will, like any sponsor, buy air time from the station to transmit its scrambled sight and sound. The company hopes ultimately to apply for its own frequencies and establish its own transmitters, however.

J. R. Poppele, vice president of WOR-TV New York, through whose facilities Skiatron's after-broadcast-hours tests were run a year ago, cited subscriber TV as an answer to good sports coverage. If 50% of the 50 million families to be equipped with TV could subscribe to the World Series for $1 per set, the TV gate would amount to $25 million, he said, with a seven-game series costing the 4-member family 4 cents per person per game.

Describing the Skiatron system as the most flexible yet devised, William Shanahan, engineer for the Skiatron Corp., said that the IBM-type cards, to be inserted in a box attached to the TV set, would have a laminated code-pattern imprinted between layers of cardboard, with program information listed on the exterior. Subscribers could buy "skeleton keys" on a weekly or monthly basis, which would allow them to watch all Skiatron productions.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

SAG CONTRACTS

Signed With 25 Film Firms

SCREEN ACTORS Guild last week signed collective bargaining contracts with 14 Hollywood television film producers. Similar contracts, all of which carry the Guild's standard union shop clause, were signed at the same time with 11 motion picture producers.

TV firms include Aladdin Television Productions; Pegasus Productions; B-M-D Productions; C.G.S. Productions; D.N.S. Television Productions; Desilu Productions; Des Moines Enterprises; Fidelity-Vogue Pictures; Raymond R. Morgan Co. (advertising agency producing TV films); Primrose Productions; Screen Televideo Productions; Television Productions; Edmund J. Tingley Productions; Westminster Productions.

Motion picture firms signing contracts were Allart Pictures Corp.; Aspen Productions; Broadway Roadshow Attractions; Celebrated Film Corp.; Howco Productions; Jewel Productions; Melaby Pictures; Arch Oboler Productions; Silver Mine Productions; Story Films; W. F. Productions.

TVA-SAG DISPUTE

Guild Asks Clarification

SCREEN ACTORS GUILD advised the American Assn. of Advertising Agencies on Dec. 2 that it would cooperate as soon as AAAA "clearly recognized" the principle of the separation of bargaining units between live TV and TV films.

SAG specifically wants AAAA to take action to limit TVA's jurisdiction to live television plus entertainment film inserts and kinescopes incidental to live television. It also wants the 4 A's to give an affirmed basis jurisdiction of SAG over actors in the motion picture field. The SAG letter was in reply to an AAAA original grant of TV film jurisdiction to TVA and the organization of a committee to settle differences between SAG and TVA in video fields.

TV DENTISTRY

CBS Color Is Shown

AN ESTIMATED 2,500 dentists at the 27th annual session of the Greater New York Dental Meeting watched new operating techniques via CBS color television Monday.

Operations—taking place in a dental office in the Statler Hotel—were transmitted by closed circuit to six receivers set up in a convention room at the same hotel. Demonstrations showed replacement of a full set of teeth, a new technique for plastic fillings and the indirect copper band method for taking impressions. Sponsored by E. R. Squibb & Sons, demonstrations were transmitted by Vericolor equipment designed by engineers of CBS Labs. Division and manufactured and sold by Remington Rand Inc.

Dr. Percy T. Phillips, speaker of the house of delegates of the American Dental Assn., commended the display.

VHF TRANSMITTER COSTS

Commercial Radio Equipment Issues Comparison

APPROXIMATE costs of VHF television transmitters have been compiled by Commercial Radio Equipment Co., Washington engineering consultant, for use in estimating the cost of average installations.

The prices are those in effect in July 1951, according to Everett L. Dillard, head of Commercial, who pointed out that costs fluctuate from time to time and the figures are for use only in estimates and are not to be construed as quotations.

The firm also has computed approximate effectuated radiated powers to be expected of an average installation. Below are the approximate transmitter prices:

Transmitter Power Rating (Visual)	Channel Range	Name of Manufacturer	Type No.	Approximate Price
500 w	2-6	RCA	TT-500A	$ 27,500
500 w	7-13	RCA	TT-500B	32,500
500 w	2-6	DuMont	5000	35,750
500 w	7-13	DuMont	6000	38,450
2 kw	2-6	RCA	TT-2AL	44,200
2 kw	7-13	RCA	TT-2AH	49,200
5 kw	2-6	DuMont	7000[1]	65,450
5 kw	7-13	DuMont	8000[1]	69,250
5 kw	2-6	G.E.	TT-10-A	65,000
5 kw	7-13	G.E.	TT-6-E	69,000
10 kw	2-6	RCA	TT-10AL	79,000
10 kw	7-13	RCA	TT-10AH	84,000
20 kw	7-13	RCA	TT-20BH[2]	160,500
20 kw	7-13	G.E.	TT-6-E Plus TF-4-A Amp[3]	144,000
25 kw	2-6	RCA	TT-25-BL[2]	155,500
35 kw	2-6	G.E.	TT-10-A Plus TF-3-A Amp	145,000

(When combined known as TT-22-A transmitter)

[1]DuMont employs its 500 w transmitter to drive its 5 kw amplifier in the Type No. 7000-8000 series. Further proposed power increases are to be obtained by additional amplifier.

[2]The RCA 25/20 kw units, TT-25BL and TT-20BH, respectively, consist of the standard RCA TT-10AL and TT-10AH transmitters, with either a 25 kw (Chs 2-6) or 20 kw (Chs 7-13) linear amplifier. Thus, RCA 10 kw transmitters can be later increased to 25/20 kw output by addition of the appropriate amplifiers. (Note: In this modification the driver output is reduced to 5 kw.)

[3](When combined known as TT-23-A transmitter)

SUMMER PLAN

Crosley Remedies for '52

OPERATION Sunburst 1952 will replace the WLW Cincinnati television summer discount plan, R. E. Dunville, president of the Crosley Broadcasting Corp., has announced.

Operation Sunburst was the packaging plan initiated by the Crosley Broadcasting Corp. last summer which gave advertisers a selection of spot and program packages from May through September.

The elimination of the summer discount plan and incorporation of this into an all-inclusive promotion-merchandising - exploitation effort will be tangibly allied with a program or spot package on WLW's television stations in Cincinnati, Dayton and Columbus, he said.

"This course was determined as a result of highly successful summertime sponsorships on WLW television." Mr. Dunville explained.

"Operation Sunburst was directly responsible for the introduction of 123 new advertisers to television in WLW television cities. It proved that wise purchase of time in the summer months can be responsible for retail sales and merchandise movement equal to the volume achieved in cool months," he pointed out.

TV Equipment to Cuba

COMPLETE film telecasting equipment has been shipped to Circuito S. A., Havana, Cuba, for use in a trans-Cuban chain of television stations, James B. Tharpe, sales manager of the transmitter division, Allen B. DuMont Labs Inc., has announced. Equipment for telecasting of films and Teletranscriptions includes two complete iconoscope film chains with 16mm projectors, console and monitoring facilities, film dolly and power supplies.

PAUL WHITEMAN'S *TV Teen Club*, sponsored by Nash-Kelvinator Corp., Detroit, through Geyer, Newell & Ganger, N. Y., weekly over ABC-TV, has been cut to a half hour. Effective Dec. 8 show is seen from 8-8:30 p.m. On that date network started *ABC Sports Review* in remaining half-hour slot, 8:30-9 p.m.

SCHOOL AID

WTMJ-TV Gives Report

POWER of television as an educational vehicle was demonstrated in Milwaukee when polio delayed opening of elementary grades of Milwaukee schools. WTMJ-TV there offered a 10-day demonstration series on science over its program, *Man Next Door*. Radio stations, too, offered educational programs.

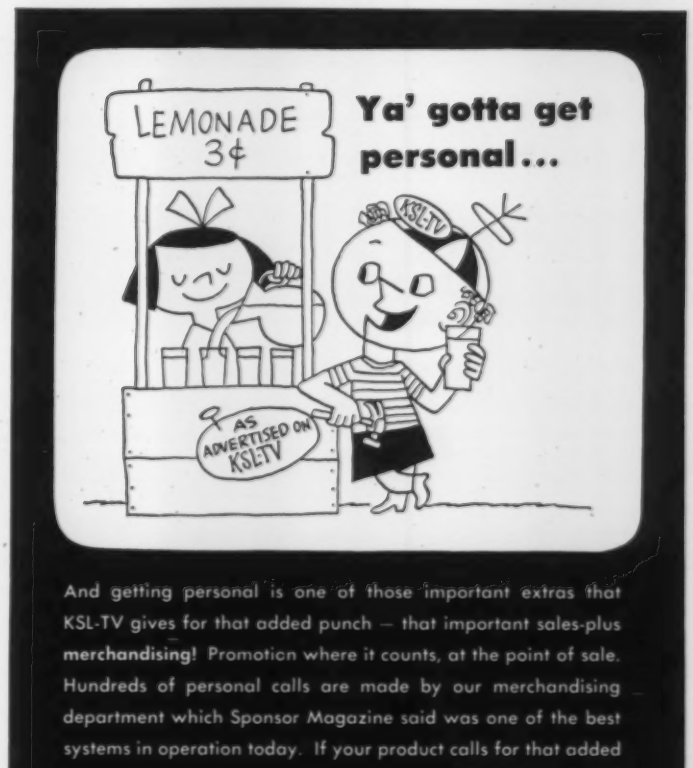
The curriculum department of Milwaukee Public Schools surveyed 1,119 elementary school teachers on the results of the radio-video effort. In turn, the teachers queried pupils.

It was learned that 92% of the pupils had access to radio; 71% had access to television. An average of 4% heard one or more of the educational radio broadcasts while an average of 15% saw one or more telecasts.

A leading school official found as a result of the survey that in nearly all cases where there was a direct school response to a broadcast, television was responsible for the response.

In other works, WTMJ-TV reported, pupils brought collections of specimens or examples to school, or actually conducted simple experiments after seeing a TV show.

A teacher commented, "The television science shows were the most popular even though not all the children understood all of the content."



Ya' gotta get personal...

And getting personal is one of those important extras that KSL-TV gives for that added punch — that important sales-plus merchandising! Promotion where it counts, at the point of sale. Hundreds of personal calls are made by our merchandising department which Sponsor Magazine said was one of the best systems in operation today. If your product calls for that added merchandising plus — you need . . . KSL•TV

SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

LASLEY NAMED

Heads DuMont Chicago

APPOINTMENT of David Lasley, former account executive with NBC Chicago, as the DuMont Television Network's central division sales manager was announced last week by DuMont Sales Director Ted Bergmann.

Mr. Lasley

The appointment is part of plans to establish a full-scale central division office [B•T, Dec. 3]. Robert W. Miller, formerly DuMont's only representative in the Chicago office, remains as sales representative for the network and its key station, WABD (TV) New York, working with Mr. Lasley.

Mr. Lasley joined NBC in 1938 as assistant advertising and promotion for the western division of what were then the Red and Blue Networks. Later he headed the department for the Blue Network, when separate organizations were set up.

His career also includes service as advertising and promotion manager for KNBC San Francisco and two years as advertising and promotion manager for NBC Central Division.

In the Army during the war, he reached the rank of captain, serving as a battery commander and intelligence officer, and, later, with the bureau of public relations in Washington. He is married and the father of two children, and resides in Hinsdale, Ill., Chicago suburb.

Commenting on adverse criticism about the network trend to originate fewer programs in Chicago, Chris J. Witting, director of the DuMont Television Network, said much of this criticism "is contrary to the views, policy and plan" of DuMont. DuMont policy, he said, is to originate 25% of its programs in Chicago and develop as many others "as possible" from affiliated stations.

Two additional programs were added to the DuMont schedule at WGN-TV Chicago last week, bringing the total midwest originations to six programs and 7½ hours per week. They are *This Is Music*, Thursday 7-7:30 p.m. CST, and *The Pet Shop*, a Louis G. Cowan package, Saturday 6:30-7 p.m.

Frank P. Schreiber, general manager of WGN Inc., said, "Whenever New York desires . . . good television programs from Chicago, this city can provide them. Through our association with DuMont, I think we are beginning to prove this."

DuMont Warehouse

WEST COAST DuMont distributors can now replenish their inventories and also receive shipments of the more unusual picture tubes with minimum delay and maximum savings, since the Allen B. DuMont Labs Inc. has established warehouses in Los Angeles and San Francisco, Bill C. Scales, sales manager of the Cathode-Ray Tube Div., has announced.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

RCA FIELD MEET

Defense Aid Reviewed

RCA Service Co. field managers and supervisors in charge of electronics instruction and assistance to the U. S. Armed Forces in Europe, Asia and domestic bases met late in November with company officials in Camden to review technical aid given the Armed Forces during the past six months. Meeting was called by P. B. Reed, vice president of the service company in charge of the government service division.

Attending were: J. A. Hatchwell, RCA manager, Far East Air Force, Tokyo; H. J. Mills, RCA manager, Europe, Brussels; H. P. Laessle, RCA manager, Air Defense Command, Colorado Springs; L. J. DePass, RCA supervisor, Western Air Defense Command, Hamilton Air Force Base, Calif.; S. D. Heller, RCA supervisor, Eastern Air Defense Command, Newburgh, N. Y.; D. J. Lawler, RCA supervisor, Central Air Defense Command, Kansas City; S. H. Schultz, RCA supervisor, West Coast Naval Command, San Francisco; R. V. Zimmerman, RCA supervisor, East Coast Naval Command, Norfolk.

WASH. STATE CRIME HEARING

TV Airing Recalls Kefauver Success

LIVE telecasting of legislative crime hearings is having an impact on the Pacific Northwest comparable to the explosive Kefauver inquiry.

The vice inquiry, started in Tacoma the last week in November by the Washington State Legislative Crime Investigating Committee, was televised for five days running on the Pacific Northwest's only video outlet, KING-TV Seattle. The programs captured record audiences, slowed retail business and attracted newspaper comment.

As a sidelight, the five days of telecasts represented the longest-distance live remotes KING-TV has aired. In charge of the production crew was Lee Schulman, the station's program director.

Robert E. Priebe, KING-TV operations manager, reported an early measure of the telecasts' appeal: "We had a little technical trouble the first day and the way people deluged our switchboard with calls when their sets flickered off for a few minutes proved the hearings have a big audience."

Merchants' Complaint

At the end of the week, the Seattle *Daily Times* reported: "Since the hearing began Monday morning, the radio and television audience has grown so large that Tacoma merchants complained the 'big show' was ruining their normal pre-Christmas business."

The Tacoma Chamber of Commerce reported that businessmen were asking in mid-week when the hearing would end so that the city could get back to normal. Seattle appliance dealers drew large crowds when they switched on their display TV receivers, and in other retail stores, radios were tuned to the hearings throughout the day.

Unlike some of the Kefauver witnesses, one of the key figures in the Tacoma crime investigation, the city's public safety commissioner, James T. Kerr, demanded the same television audience his critics had received during sessions earlier in the week. The telecasts had originally been scheduled to skip the Thursday hearing, but in response to Commissioner Kerr's request, and with the support of the Legislative Committee, coverage continued.

At one day's sessions, some of the testimony on vice conditions became so sensational that juveniles under 18 were barred from the hearing room. Video coverage continued, but State Senator Albert D. Rosellini, chairman of the investigating committee, urged parents to keep their children away from television screens.

Several Seattle and Tacoma radio stations also provided extensive special coverage of the inquiry. Stub Nelson, political reporter for the Seattle *Post-Intelligencer*, morning Hearst daily, was commentator for both KING-AM and KING-TV. Hearst Radio Inc. has a 25% interest in King Broadcasting Co.

When the Tacoma hearings concluded Nov. 30, Senator Rosellini announced that there would be further hearings in Seattle and other Washington cities during 1952. The committee's assignment continues until the next regular session of the state legislature in January 1953.

A SECOND comic book based on WCAU Philadelphia-originated CBS-TV show, *The Big Top* was just placed on sale.

TV OUTLOOK

Previewed by Siragusa

TV STATIONS and networks will bill $250 million this year, compared with less than $35 million in 1949. This was the prediction of Ross D. Siragusa, president and board chairman of Admiral Radio Corp., as he spoke to the national credit conference of the American Bankers Assn. in the La Salle Hotel there last Monday.

Mr. Siragusa also said TV inventories have dropped about one million sets since the "subnormal" sales slump last spring, predicting production will maintain an even balance with sales for the three to six months after the peak Christmas buying. He said total inventories of manufacturers, distributors and retailers now are about 1½ million units contrasted with more than 2½ million earlier this year. The industry's "readjustment" is almost completed and set prices are now at "an irreducible minimum," he said.

"Production hit bottom in June and dragged along at a low level until late August when it turned sharply upward. Since then it has leveled off at approximately 400,000 sets a month. This is the industry's capacity under present restrictions on the use of critical materials," Mr. Siragusa estimated.

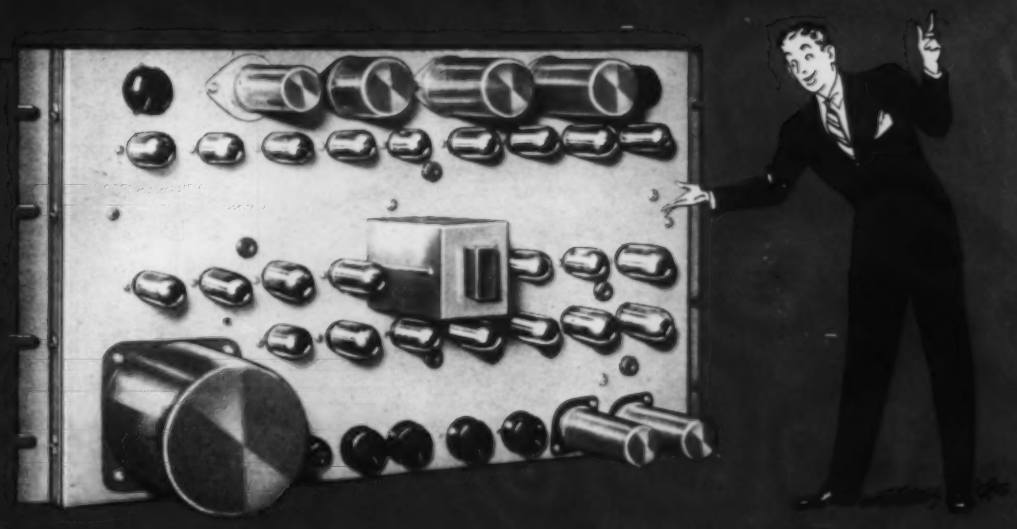
Yearly production will total about 5 million units, the Admiral executive said. He expects authorization of about 80 new TV stations by July 1 if the video freeze is lifted by the FCC in the early part of next year. The freeze, he said, has been a "deterrent" to further growth of the industry.

Admiral has a "substantial" backlog of government orders for electronic equipment, he said, which should take up production slacks caused by material shortages and cutbacks. Defense work was termed as "close margin business" and the company president and board chairman estimated it requires twice as much floor space per dollar as does civilian production.

This factor, combined with "renegotiation and present taxes" restricts net earnings on defense orders to about three cents per sales dollar, compared with average net earnings of 6½ cents per dollar on civilian business in the 21 months ending Sept. 20, Mr. Siragusa said.

'Pentagon' Program

SHIFT of *Pentagon-Washington* on DuMont TV Network from Sunday to Monday evening, effective today (Monday), was announced by the Dept. of Defense last week. A number of DuMont affiliated stations, which have been carrying the program on a delayed basis, will announce their own changes. Program will be telecast 8-8:30 p.m. EST. Simultaneously, Lt. Comdr. Samuel S. Stratton, former news commentator at WRGB (TV) and WSNY Schenectady was named reporter for the series.



STABILIZING AMPLIFIER

For a better picture—now you can minimize jitter, roll, tearing, humbars!

YOUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances. New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Performance chart—you check the difference!

CHARACTERISTIC	G-E TV-16-B	MANUFACTURER A	MANUFACTURER B
Fidelity response	Uniform to 7 mc	Uniform to 7 mc	Uniform to 5.5 mc
Output level adjustment	Yes	No	No
Feedback Output Stage	Yes	No	No
Direct Monitoring of Output Signals	Yes	No	No
Local Blanking Input (with sync lock)	Yes	No	No
Video "Clip-Fade"	Yes, remote control	No	No
White Clipper	Yes	No	No
Bridging Input Level Control	Yes	No	No

Your G-E broadcast representative . . .

. . . is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write *General Electric Company, Section* 2121-10, *Electronics Park, Syracuse, N. Y.*

You can put your confidence in—

GENERAL ELECTRIC

NOW

National Rep. The Bolling Co.

5000 watts
580 k.c.

WHP

the key station of the keystone state . . . Harrisburg, Pa.

Successful marketing is an **integrated** operation. Printers' Ink stands alone as the one publication that **reports** every phase of **marketing** completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading **buyers of advertising.**

Strictly Business

(Continued from page 18)

tising manager. In 1941 she became secretary to the president of the Ohio Tool Co., also in Cleveland. Here she was editor of a 60-page employe publication, *Ohio Tool Topics*, which she developed. Her industriousness was rewarded and Miss Schlect was moved up to become advertising manager.

Continuing as editor of the employes publication, Miss Schlect still had enough energy remaining to be active in editors groups and she became the first woman president of the Northern Ohio Editors Assn. and the first woman president of the American Assn. of Industrial Editors, a national organization.

In this capacity, Miss Schlect lectured to editors groups all over the country. She also formed the Cleveland chapter of the American Council on Public Relations and as a representative of the council toured the U. S. and Mexico, lecturing on "The Woman's Angle in Public Relations."

In 1946, Miss Schlect took a leave-of-absence from the Ohio Tool Co. to become instructor in public relations and advertising at Fenn College in Cleveland and to conduct a market research project for the Cleveland-Sandusky Brewing Corp. The company had been spending very little in advertising and was lowest in sales of the five local breweries.

Drastically Increase Budget

After three months of research, Miss Schlect presented an advertising program with a budget 7½ times greater than that previously spent. It was accepted on one condition—that Miss Schlect would carry it out for a year. That was nearly six years ago, and all advertising, public relations and research are still handled by Miss Schlect.

Miss Schlect continues to do radio work for Gold Bond Beer. At present she is on the air 12 times a day (six appearances on WHK Cleveland and six on WGAR Cleveland), with a five-minute disc jockey show called *Two Hits and a Miss*.

In addition to her radio appearances and her executive position with the brewing corporation, Miss Schlect is public relations director of Hommel Wine, Sandusky, lectures to women's and men's groups at least twice a week, and is now in the process of syndicating the Dottie Gay shows which include *Two Hits and a Miss, For Women Only* and a South American Saturday night show.

The brewing corporation, in addition to *Two Hits and a Miss*, uses a polka show Saturday nights over WJMO Cleveland, a sports show on WJW Cleveland, a syndicated Ziv show, *Bright Star*, over WGAR, outdoor advertising, newspaper ads, point of sale promotions and also television spots over WEWS (TV), WXEL (TV) and WNBK (TV), all Cleveland.

Miss Schlect also is member of the Women's Advertising Club, the Bay Village Women's Club, the Bay Players and the Women's City Club.

She lives with her mother and sister in Bay Village, Ohio. When she has an hour or two of free time she likes to play golf, read or use her private pilot's license.

Her philosphy is simply this: "There isn't anything, *not anything*, one can not do, if the proper amount of time, interest and effort is devoted to the subject."

JIM THORPE FUND

WDUZ Sparks Drive

A LOCAL promotion snowballed at WDUZ Green Bay, Wis. in just three days after a brief air mention. Ben Laird, president of WDUZ, and Bob Macaulay, sportswriter, established a Jim Thorpe Fund which would collect money and provide an annuity for the former all-American football player.

Wire service publicity in three days brought in a check for $5,000 from Warner Bros. studios in Hollywood while Bill Stern, NBC newscaster, started a collection on his program. Since then, separate funds have been organized by Tom Morehead, sports director at WFIL Philadelphia; KFI Los Angeles; Bob Mays, sports director at KLIF Dallas, and George Trautman, president of the minor leagues.

More than an additional $4,000 has been collected thus far, all having been forwarded to the fund headquarters, Box 148, Green Bay. Mr. Laird is president of the fund, which has been incorporated; Don Arthur is secretary and S. M. Greiling, local banker, is treasurer. Other stations have been invited to take part in the collection.

PIPE organ presented to United States Military Academy by NBC was to be dedicated Dec. 2 at ceremony in chapel with chaplain (Lt. Col.) John P. Fellows of Scott Air Force Base and George M. Nixon, manager of technical division, NBC Engineering Dept., as speakers.

WHBQ LABOR CASE

Examiner Issues Ruling

FINDING that WHBQ Memphis has engaged in unfair labor practices was filed last Thursday by a trial examiner of the National Labor Relations Board. Station is owned and operated by Harding College.

Examiner Lee J. Best charged that WHBQ, a commercial outlet, and agents and trustees of the college, had discriminated with regard to the employment of Frank T. Edwards, described as having paved the way for union activities at the station.

The charge was made by the International Brotherhood of Electrical Workers (AFL) in November 1950 and filed in a subsequent complaint last August. The complaint charges that the college discharged Mr. Edwards and refused to reinstate him because he joined the union. Hearings were held in September.

WHBQ is given 20 working days to cease the alleged "unfair labor practices," reinstate Mr. Edwards and otherwise cease to discourage membership in the AFL union.

The college station operates with 5 kw day, 1 kw night on 560 kc, and is located in the Gayoso Hotel. It is affiliated with MBS and devotes approximately 15% of its broadcast time to network programs, according to NLRB records. Present outlet is a successor to WHBQ Inc., Memphis, which surrendered its charter on Dec. 9, 1946, with operation and management delegated to John H. Cleghorn, general manager, by the trustees of Harding College.

Harding College was organized as a corporation under the laws of Arkansas, with principal offices at Searcy, Ark. Domestication in Tennessee was effected in May 1946 with filing of a charter in that state and appointment of a resident agent.

CONSOLIDATED net income of American Cable & Radio Corp. and its subsidiaries during the first nine months of 1951 totaled $1,659,506 before federal income taxes, compared with $567,860 for the same period of 1950, the company reported last week.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

programs promotion premiums

OPEN HOUSE

WWDC Washington will open its studios to public Dec. 14 from 6 to 9:30 a.m., celebrating birthday of its morning personality Art Brown. Event will tie in with stations promotion drive to raise money for local home of aged and infirm and needy families in area. Admission to the "Art Brown Birthday Party" will be a donation of any amount to Christmas Fund. Top station personalities will be on hand to greet all comers. Week preceding party Mr. Brown offered canary and cage to listeners who sent card and best name for bird.

NEWS COVERAGE

KTLN Denver, carried broadcast of award presented commanding officer of Air Force finance center in Denver. Georgia Neese Clark, treasurer of U. S., presented Minute Man Flag in recognition of purchase of Defense Bonds by over 92% of personnel at center.

TOWN CRIER

WTCN-AM-FM-TV Minneapolis reports that future contacts with public will be tied in with "Town Crier of the Northwest" theme. WTCN said "Town Crier was decided on because of its natural tie-in with the station's programming philosophy, calling for friendly, welcome voices which are well-known and strongly believed in by the public."

TV FOR CHRISTMAS'

KPRC-TV Huston, Tex., followed up sale of 100,000 TV sets in area with full page ads in local papers picturing television stars and listing program advantages. Ads were part of series by station promoting "Buy Television for Christmas" campaign. Other ads are plugging for quick completion of coaxial cable by July, 1952, so viewers may sit in on political conventions.

UPSTATE MARATHON

WIBX Utica, N. Y., Ralph Allinger recently conducted a day-long Red Cross Blood Pledge Marathon. Starting on the 5 a.m. *Farm and Home Show* and continuing all day until sign-off at midnight, Allinger made his appeal on every program. Station's activities were tied in with CBS network drive which also had Arthur Godfrey asking for volunteers on spots. Telephone lines were installed in WIBX studios to receive calls from Utica and neighboring cities of Little Falls, Herkimer, and Rome, N. Y., to be sent to CBS headquarters in N.Y.C. for their records. Mr. Allinger played tape recording of his donation at Syracuse Red Cross regional headquarters which included his reactions, and five-minute interviews with Korean veterans, doctors, and Red Cross officials. Final figures showed grand total of pledges well over 2,000 mark.

'PRAYERS FOR PEACE'

KQV Pittsburgh Station Manager James F. Murray initiated four times daily program, "Prayers For Peace," in order that "families may take a few moments each day to unite in a solemn prayer for peace." Clergymen of all faiths and denominations in the Pittsburgh district are uniting to compose prayers offered for success of the Korean armistice talks. Broadcasts will continue throughout the armistice negotiations.

SKI TIME

KLAC-TV Los Angeles, *Ski Tips*, 10-10:30 p.m. (PST), presents information on ski conditions, snow reports, instructors giving lessons in sport. Program will offer special ski instructions to a "Ski Girl" chosen by resort instructors. Girl will also receive a complete winter sports outfit plus a trip to a top resort. Jack Slattery is emcee. Joe Landis directs; Hank Gilbert produces.

BEANS THAT JUMP

FOUR jumping beans are supplied by WGPA Bethlehem, Pa., with coverage map and appropriate descriptive material. The game is to warm up the beans and put them on the coverage map. "Last bean out of the coverage area loses," says WGPA, urging players not to bet on the beans "because we can't fix them. However, we can fix you up with some good availabilities."

NEW NEWS MEDIA

KVOE Santa Ana, Calif., has added another "medium" to its news broadcasts. Daily at 11:30 a.m. some 500 two-color printed dodgers containing news highlights and headed *Latest Headlines from the KVOE Newsroom* are distributed to restaurants in time for luncheon trade.

BIG EYE

WHAM-TV Rochester, N. Y., noon newscaster Jack Hooley recently gave his audience a look at pictures taken by a 70-mm X-ray camera. Invented by Drs. George H. Ramsey and James S. Watson Jr., of U. of Rochester Medical Center, camera is believed to be largest motion picture camera in current use. It is designed for use in showing X-ray motion pictures of various parts of human body in action, and was demonstrated for first time last week at annual meeting of Radiological Society of North America in Chicago.

'GOOD EGG' CLUB

WRFD Worthington, Ohio, is collecting nickels, pennies, dimes, and left-overs from the piggy bank from all who want to become members of Mary Lou Pfeiffer's "Good Egg" Club. Miss Pfeiffer, director of Women's Activities at WRFD, recently introduced idea for interested listeners who want to help bring cheer to the sick and happiness to the shut-ins. Everybody is invited to join, and contributors get bright yellow egg-shaped membership card and lapel pin bearing station call letters and saying, "I'm a Good Egg." Funds collected are used to buy wheel chairs, crutches, sick room supplies, books, radios, and other items welcomed by the sick and shut-ins.

TV MOUNTAIN

KNXT (TV) Los Angeles, along with other television stations in area, got big play in Television Special section of Los Angeles *Mirror* for Oct. 29. Sixteen-page section headlined KNXT transmitter move to Mt. Wilson, and featured programming on area's TV stations.

'MILE-HIGH' SERIES

KOA Denver, *Colorado University*, series designed to give information regarding public and state institutions. Music by the University Choir, Concert Band, and prominent soloists will be featured throughout musical and informational series, with spotlight on such university research projects as cancer, polio, nutrition and industrial health.

BIG LEAGUER

KTRE Lufkin, Tex., salesman Murphy Martin recently assisted in launching "Pete Runnells' Day," celebration honoring home town Major League ball player. Mr. Runnells, Washington Senators' infielder, had day proclaimed for him by Mayor of Lufkin, and attended banquet in his honor which was broadcast by KTRE.

'QUEEN CITY' DRESSER

WSAI Cincinnati upped business in last few months with contest between account executives. New suit was prize for man who sold most dollar volume and new hat went to winner of most accounts. Best dressed man at station now is Jack Whitehead, who won both prizes.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

WDRC
HARTFORD & CONNECTICUT
WDRC-FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer

ORSON WELLES IS BACK!
"The Lives of Harry Lime"
52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.
LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

OTTO H. SUTTER, Vicicam Pictures Corp., appointed vice president in charge of sales Seaboard Studios Inc., N. Y.

DAVID KAPP, vice president in charge of recording Decca Records, appointed director of popular artists and repertoire in RCA Victor record department. In his new position, Mr. Kapp will be responsible for all popular recording activities, including selection of material for RCA popular artists, and will work with **GEORGE R. MAREK,** director of all RCA Victor artists and repertoire activities. Mr. Kapp became an artists representative in 1931, after operating a music store in Chicago. In 1932, he became program director for WJJD Chicago, remaining until he joined Decca two years later. At Decca, he first served as manager of country music department and was made director of all recording activities in 1941. He was advanced to a vice presidency in 1945 and became director of the firm in 1949.

ELRICK, LAVIDGE & Co., Chicago, has been formed to help appliance and equipment concerns find profitable markets, products and selling opportunities through marketing research. Offices are located at 176 W. Adams St. **ROBERT F. ELRICK,** management consultant, and **ROBERT J. LAVIDGE,** market analylist, direct firm.

D. E. LARSON, advertising manager Hoffman Radio Corp., L. A., named publicity chairman for 1952 Electronics Show and Convention, Aug. 27-29 in Municipal Auditorium, Long Beach, Calif.

ALLIANCE OF TELEVISION FILM PRODUCERS, Hollywood, has set up offices at 6912 Hollywood Blvd. Telephone is Gladstone 5711.

NORTHEASTERN PENNSYLVANIA'S

POWERFUL 5000 WATT STATION

WILK

Wilkes-Barre, Pa.

your Best Radio Buy In

PENNSYLVANIA'S 3RD LARGEST MARKET

980 Kilocycles • AM-FM
5000W (d) 1000W (n)
ABC Affiliate

NATIONAL REPRESENTATIVE
AVERY-KNODEL, INC.
608 FIFTH AVE., NEW YORK 20, N. Y.

allied arts

WALTER THOMPSON to Williams Productions, L. A., as film editor for 10 quarter-hour films in the *Invitation Playhouse* TV film series now under production at Goldwyn Studios.

PHIL DAVIS, head of Phil Davis Musical Enterprises Inc., N. Y., is author of the "United Red Feather March," theme song of the Community Chests and Councils of America. He was the guest of honor at a luncheon on Dec. 6 given by the Public Relations Advisory Committee of CC of A in recognition of the part played by his music in making the year's Red Feather drive bigger.

JULIAN STREET Jr., correspondent who was associated with NBC, named special assistant on New York public relations staff United States Steel.

LES GARSIDE, Inland Broadcasting Services, Winnipeg, appointed regional representative S. W. Caldwell Ltd., Toronto, transcription distributor.

Equipment . . .

AMPEX ELECTRIC CORP., Redwood City, Calif., announces new magnetic tape recorder, Model 307, especially designed for recording signals telemetered from aircraft and missiles. New recorder has frequency range of from 100 to 100,000 cycles per second, and is designed for three tape speeds; 15, 30, and 60 inches per second.

SPRAGUE ELECTRIC Co., North Adams, Mass. announces new "shirt-stud" capacitor for coupling UHF circuits in TV receivers and other electronic equipment. Tiny, one-quarter inch diameter ceramic capacitor, Type 502C, is fitted with hollow connections to accommodate leads or pins from subminiature electron tubes have available capacitance value range up to 22mmf. at 500 volts d-c working.

PAUL HINES, director of antenna group Raytheon Mfg., Co., appointed director of engineering Workshop Assoc., Div. of The Gaberiel Co., Cleveland. He will maintain offices at plant at Natick, Mass.

Brig. Gen. TOM C. RIVES, assistant to manager of commercial and government equipment department General Electric, Syracuse, appointed manager of newly established General Electric Advanced Electronics Center at Cornell U., Ithaca, N. Y.

BROOKS A. KAFKA, supervisor of procedures for tube department General Electric Co., Syracuse, appointed supervisor of purchasing for cathode ray tube operations.

A. K. NEFF, sales department Stackpole Carbon Co., St. Marys, Pa., appointed sales manager for electronic components division. **V. E. GERBER** named assistant to sales manager. **DON L. ALMQUIST** named assistant to manager.

ALLAN G. WILLIAMS, regional sales manager Motorola Co., N. Y., appointed vice president in charge of operations.

ALBERT W. McCARTY, personnel manager General Foods Corp., appointed personnel manager Clarostat Mfg. Co., Dover, N. H.

JOHN A. WORTMAN, law department Borden Co., named trade-mark attorney RCA.

ALEX BRODSKY appointed merchandising manager Allied Radio Corp., Chicago. **S. H. LEVEY** named sales manager. **J. W. RUBIN** named sales promotion and advertising manager. **L. M. DEZETTEL** named purchasing agent.

DORMAN D. ISRAEL, executive vice president Emerson Radio & Phonograph Corp, Phila., appointed to RTMA Industry Advisory Committee.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces new 80-page catalog (GEC-1016), summarizing for first time under one cover all company's testing and measuring equipment for laboratory and production line use. Catalog, to be used primarily as reference to apparatus available for complex measurements to be made in industry, contains over 150 photos, and diagrams, and describes uses, features, specifications and prices of more than 130 G-E testing and measuring devices.

Technical . . .

GRANVILLE KLINK Jr., assistant director engineering WTOP-AM-FM-TV Washington, appointed chief engineer.

WILLIAM BLAINE, graduate Indiana Technical College, and **ROBERT SLAUGHER,** graduate Georgia Tech, named to engineering department WSB Atlanta. Mr. Blaine has been assigned to transmitter staff.

OSCAR (Bud) LUNDGREN, KENI Anchorage, Alaska, to enginering staff KFAR Fairbanks.

LEONARD BUCKWELTER named to engineering staff WDNE Elkins, W. Va. He will also handle special announcing duties.

CHARLES BOHN, KSD-TV St. Louis, named to engineering staff KWK St. Louis.

HAL FLOOD named audio director on new NBC-TV Ralph Edwards program.

JAMES LAWHON, technical director, WMAZ Macon, Ga., father of boy, Dan.

N.Y. DEFENSE

Communications Role Tol

AIR-RAID alarm system in New York City will take full advantage of radio and television, Seymour N. Siegel, general manager of WNYC and director of civil defense communication, said Dec. 6 with plans calling for interstate radio connections, employment of ham operators, and defense instruction via television.

Full radio communications are planned for each of nine emergency divisions established within the city and including such units as the police, fire, and water departments, for whom installations have already been completed. Special air frequencies have been assigned by the FCC for public works division, health and medical services and control and report centers, for which equipment is pending.

Radio connections with corresponding units, located out of the state but near enough to supply emergency aid, are also being established, for use in case of a communications break-down.

Some 1,400 ham operators have enlisted in Civil Defense, with about 300 now sworn in, Mr. Siegel reported. An amateur operator and his radio will be installed in each of the city's 178 hospitals, while the majority of the remainder will be assigned to emergency medical units for mobile operation at the scene of any emergency.

Civil defense broadcasts have been carried on both radio and TV for New York, telling the public what to do and expect in case of wartime attacks. All radio and TV stations in New York immediately volunteered their services and have been participating with the utmost cooperation since, Mr. Siegel reported. Results of their cooperation, after last month's city-wide air raid drill [B•T, Dec. 3], were most satisfactory, he added.

RCA announced that it has increased its cash payments for employe suggestions to a top of $7,500. The previous maximum was $500. RCA explained the 1,500% increase is designed to stimulate ideas which will conserve scarce metals and save time.

KDKA PITTSBURGH 50,000 WATTS

. . . CONSISTENT LEADERSHIP IN A LAND OF 7 MILLION LISTENERS . . .

WESTINGHOUSE RADIO STATIONS INC.

RCA-5671's—the high-power triodes with thoriated-tungsten filaments.

For unusual economy and long life . . . use RCA thoriated-tungsten filament tubes

The remarkable performance of RCA-5671's at WGAR illustrates the reliability of RCA thoriated-tungsten filament construction in power tubes for broadcast and industrial services.

In addition to providing long life and dependability, the RCA thoriated-tungsten filament in the 5671 consumes 60 per cent less power than a conventional pure-tungsten filament . . . making possible savings of $1300 or more a year in filament power alone in a typical 50-kw AM transmitter!

The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds. The new radiator fits the same air jacket as used for the former radiator.

RCA-developed thoriated-tungsten filaments are also used in types 5762, 5770, 5771, 5786, and 5831 for broadcast and industrial services, resulting in dependable performance and substantial savings in filament power.

To get all the performance and life you pay for . . . buy RCA tubes. They're available from your local **RCA Tube Distributor** or direct from RCA. For technical information on any of these types, write RCA, Commercial Engineering, Section 37LP, Harrison, New Jersey.

*AS OF OCT. 31, 1951

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

Our Time is Our Own

and we spend it giving more people more reasons to listen more often to

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

Our programs are "Made in Green Bay" and merit and have the ears of the whole Green Bay market . . . one of America's best test markets.

ASK McGILLVRA Chicago or New York

Miss Jean Lawlor
Benton and Bowles
New York City

Dear Jeanie:

Arr girl, Marjorie Ramsey, who won th' big WCHS defense bond sellin' contest got back frum Europe terday! Yessir, Jeanie, Marjorie sold durned near fifty-thousand dollars worth uv bonds durin' th' drive an' won herself a trip ter Europe. She looks over th' defenses in frien'ly countries, an' now she's agonna tell folks all 'bout how their defense bond dollars is spent! Th' contest wuz a big success! Durin' th' drive period, West Virginny sold nearly two milyun dollars worth uv bonds OVER th' quota, an' th' school pupils alone got orders fer half-a-milyun! Jest goes ter show, Jeanie, whut'll happen in West Virginny when WCHS gits behind sumpthin'!

Yrs.
Algy

WCHS
Charleston, W. Va.

TAB MEET

Programming, Sales Techniques Stressed

STRENGTHENING of the radio program and sales structures were advocated by John Esau, KTUL Tulsa, in an address to the Tennessee Assn. of Broadcasters at TAB's Dec. 3 meeting in Nashville.

He offered a series of steps for stations during the period of adjustment and scoffed at the defeatist attitude shown by some operators.

The association elected Parry Sheftall, WJZM Clarksville, as president, succeeding Frank Proctor, WTJS Jackson. Other officers are Henry W. Slavick, WMC Memphis, vice president, and Mrs. Ruth Clinard, WMAK Nashville, secretary-treasurer. Board members re-elected included A. D. Smith Jr., WCDT Winchester; F. C. Sowell WLAC Nashville, and Earl Winger, WDOD Chattanooga.

In a series of resolutions, TAB endorsed the McFarland Bill to amend the Communications Act; commended BMI on its 25% cut in fees for November; opposed the Benton legislation in Congress; commended Southern Bell Telephone for recognizing the merit of radio as an advertising medium; voiced appreciation of talks by speakers and for banquet entertainment provided by WSM Nashville.

Mr. Esau, a former NARTB director, said the No. 1 problem for stations is to improve programming, criticizing operators who rely mostly on recordings and news pulled right off the wires. He contended stations should take every possible step to find new talent and fresh program formats, urging a revival of special community events. Radio is the only medium that can make last-minute copy changes, he said, pointing to this advantage in competitive selling. He advocated editorializing on the local civic improvements level and called for use of open forum programs.

Tulsa Plan Cited

The Tulsa Associated Broadcasters plan, with six AM stations cooperating for mutual promotion, is a highly effective device, he said. Finally, he said the industry has been "terribly negligent" in failure to raise rates with increased impact of the medium, adding that it still isn't too late.

Maurice B. Mitchell, vice president and general manager of Associated Program Service, offered tips to salesmen. He suggested as a sale-closing device that reluctant sponsors be urged to sign with the understanding they can cancel in two weeks. He proposed "stiff, aggressive selling" and advised managers to make calls with salesmen. He also called for better staffing.

His final tip, "If you need a good salesman, look down at your feet."

Rep. Albert Gore (D-Tenn.) called Voice of America "vital to democracy" and called for greater emphasis on the project. He listed examples of the "great work" the Voice is doing.

In his report as retiring president, Mr. Proctor listed activities of the association during the year with emphasis on legislative projects. He described the long, losing fight to have stations exempted from use tax on the rental of transcription libraries and syndicated transcribed programs. The state law went into effect in 1947. Mr. Proctor urged TAB to continue the fight, citing the successful effort of threatre operators to have film rentals exempted through passage of a law.

A four-point panel covered several key problems of broadcast operation. Taking part were Bob Rounsaville, WQXI Atlanta, resistance to rate-cutting pressures; Robert McKay Jr., WKRM Columbia, Tenn., use of Broadcast Advertising Bureau co-op cards; F. C. Sowell, WLAC Nashville, better relations with local and state governments; Mr. Sheftall, effect of new network policies on stations of all sizes.

The winner of the state Voice of Democracy contest, Betty Weaver of Chattanooga, was presented at the dinner.

PROMINENT in the presentation of San Francisco Symphony Orchestra recordings to the Library of Congress were (l to r) Hal Maag, RCA vice president and western manager of RCA Victor Div., who holds sample recordings; Pierre Monteux, orchestra's conductor who is retiring this year, and Lloyd Yoder, manager, KNBC San Francisco.

LBS BASKETBALL

Schedules 112 Hoop Games

BROADCAST of 112 leading college basketball games, beginning Dec. 1 and concluding March 10, 1952, was announced by Gordon B. McLendon, president of Liberty Broadcasting System. LBS is airing *The Basketball Game of the Night* on its 435 station hookup, Mr. McLendon said.

Lindsey Nelson, LBS' football sportscaster; Jerry Doggett, known in the Southwest for sports announcing; Bob Murphy, Woody Woodhouse, Bob Leach, Vince Bagli, Jack Quinn, Allen Stout, Jim McIntyre, Frank Sims, Frank Crosiar, are among those announcers chosen by Mr. McLendon to air the Liberty schedule.

RADIO-TV BILLING

Agency Cites Increase

ANDERSON & CAIRNS, New York agency, has more than doubled its billing in radio and television in 1951, John A. Cairns, president, announced last week. He said an increase of more than 100% over 1950 was acquired.

"This growth reflects the increasing importance of television as an advertising medium," Mr. Cairns said. "At the same time, it is interesting to note that our radio billing also increased. Perhaps that shows that our clients are not yet ready to consign radio to the graveyard. Of all our departments, radio and television showed the greatest rate of growth in the past year.

The agency handles the *At Home Show* sponsored by Masland carpets on ABC Radio. In addition it buys radio and TV time for Rootes Motors, General Shoe Corp. (Friendly shoes), Columbia Tobacco Co. (du Maurier cigarettes) and National Home Furnishings.

U. S. OVERSEAS installations will hear *Miracle at Christmas*, half-hour transcription for the holiday season, which stars Thomas Mitchell, through facilities of the Armed Forces Radio Service. World Broadcasting System, donated program, on request.

KGW carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WVAM EQUIPMENT
Buys WJSW Facilities

WVAM Altoona, which suffered a disastrous fire last month [B•T, Nov. 19], is buying the equipment of WJSW in that city for $55,000, it was announced last week. WJSW is surrendering its license for 1290 kc with 1 kw day, 500 w night.

Equipment purchase is to be paid for by debentures, which may be turned in for stock in WVAM. However, even if entire $55,000 worth of notes is turned in, control of WVAM will remain in same hands—George D. Gartland, major stockholder, and Emanuel S. Leopold, president.

Fire destroyed all WVAM equipment and virtually entire studio night of Nov. 13, but the 1-kw CBS-station on 1430 kc was back on the air the next night with temporary equipment set up in undamaged portion of studio. All local stations cooperated in getting gutted station back on the air. Loss was put at $87,000.

WJSW began operation in 1947. The MBS affiliate is headed by Herbert Wolf, president.

WCPO RATE CHANGE
Day, Night on Equal Basis

WCPO Cincinnati has issued a new rate card that sets identical rates for day or night radio announcements and programs, local and national, according to Mort C. Watters, vice president and general manager.

Mr. Watters said the action, retroactive to Dec. 1, was taken as a result of a Hooper radio report in Cincinnati which showed the city's nighttime radio sets in use less than daytime sets in use. Therefore, he said, the station "no longer sees any justification" in charging higher rates for nighttime radio. WCPO-AM-FM-TV is licensed to Scripps-Howard Radio Inc. and is affiliated with MBS.

WTVJ (TV) Miami, presented resolution thanking station for coverage which station extended to National Exchange Club convention in Miami Beach.

CLEVELAND RADIO POLL
CBS, WGAR Capture 22 of 36 Leading Places

CBS Radio and WGAR Cleveland stars won 22 out of 36 top places in the 1951 *Cleveland Plain Dealer* annual radio poll. Listener balloting was the heaviest in the 22-year history of the poll, more than double that of last year.

Most notable upset was scored by a religious program, *The Rosary Hour*, still a relative newcomer to Cleveland radio. This program, aired five times weekly from 7:45-8 p.m. over WERE, was voted "Favorite Program" and "Favorite Cleveland Program."

Another upset gave Bill Gordon of WHK a victory in the "Favorite Disc Jockey" classification. Mr. Gordon placed fifth last year.

Arthur Godfrey remained the leading individual entertainer, capturing two first places in the "Favorite Entertainer" and "Best Variety Show" categories. Last year Mr. Godfrey also placed first in the classification won this year by *The Rosary Hour*.

Other winners included Lowell Thomas for the best network (CBS) news program; *Suspense* (CBS) for the best mystery show; *Lux Theatre* (CBS), best dramatic show, and WGAR's *Fairytale Theatre*, best children's show.

WTAM also took two spots with the *Voice of Firestone* (NBC) as the best musical program and William Tompkins with the best local news program.

Dudley Repeat Winner

Jim Dudley repeated his 1950 triumph by winning most votes for the best sportscaster.

Arthur Godfrey won second place in the "Favorite Program" category, followed by *Halls of Ivy*, *Family Theatre* and *Dragnet*.

Runners-up to Mr. Godfrey as the "Favorite Entertainer" were Jack Benny, Bob Hope, Mr. Gordon and Bing Crosby.

Following Mr. Thomas in the best network news programs were Edward R. Murrow, Fulton Lewis jr., Walter Winchell and Gabriel Heatter.

Following Mr. Gordon in the "Best Local News Show" placement were Charles Day. WGAR; Jim Martin, WGAR; Edward Wallace, WTAM, and Wayne Johnson, WERE.

Next in line in the "Best Variety Show" classification were *The Big Show*, the *Jack Benny Show*, *Stop the Music* and the *Bing Crosby Show*.

Suspense was followed by *Dragnet*, *Mr. District Attorney*, *The Shadow* and the *FBI in Peace and War* as the "Best Mystery Shows."

"Best Musical Show" runners-up were the *Railroad Hour*, *Ten O'Clock Tunes* (WHK and WGAR record program), the *Telephone Hour* and Rudolph Ringwall's program of recorded music over WGAR.

Lux Theatre, a perennial best drama winner, was followed by *Theatre Guild on the Air*, the *Hour of St. Francis*, *Halls of Ivy* and *One Man's Family*.

"Favorite Cleveland Program" tabulation gave places also to the *Ohio Story*, WTAM series; Mr. Gordon, *Ten O'Clock Tunes* and *Fairytale Theatre*.

Also placing in the "Best Disc Jockey" category were Bill Randle, WERE; Bill Meyer, WGAR; Joe Mulvehill, WTAM, and Hal Morgan, WGAR.

Mr. Dudley won his top rating for his work with the Cleveland Indians baseball team. Other winners in the sports niche were Bob Neal, WERE; Tom Manning, WTAM; Jack Graney, WERE, and Bill Stern, NBC.

In the "Best Children's Show" category, runners-up were *Toddler Time*, WERE; *Let's Pretend*, CBS-WGAR; *Kousin Kay*, WDOK, and the *Lone Ranger*, ABC-WJW.

LABOR-MANAGEMENT
ABC Carries '51 Reviews

ROUNDUP of labor and management in 1951 was to be featured in the program, *Year End Reviews*, scheduled for last Saturday on ABC Radio. The consecutive 15-minute programs were sponsored individually by the American Federation of Labor and the National Assn. of Mfrs.

The 6:45-7 p.m. segment was to originate from WMAL, ABC's affiliate in Washington, with a discussion of 1951 in retrospect and labor prospects for the future. Second segment, 7-7:15 p.m. was to feature NAM presentation of interviews and excerpts from the 56th annual conference of American Industries, reviewing management during the past year.

THE New Jersey Super-Highway is installing RCA Microwave system to facilitate traffic control, accident handling, and road maintenance. The microwave relay equipment is RCA's latest Type CW-5B 960-megacycle equipment.

Good Morning . . . you bet!

HOOPER IN CHATTANOOGA
March, April, May 1951

Mon. thru Fri.	Sta. B	Sta. C	WDEF	Sta. D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.2	33.5%	21.1	22.3

1370 KC · 5000 WATTS

WDEF
CHATTANOOGA

Carter M. Parham, President
Represented by BRANHAM

IN MONTREAL it's

CFCF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the *coverage*, the *listenership*, to do a real selling job in the rich Montreal market area.

CANADA'S FIRST STATION CFCF

U.S. Representative—Weed & Co.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

What a Buy!

N
A B C
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES
Headley-Reed Co.

There's More

SELL

on . . .

WRNL

RICHMOND
VIRGINIA
910 KC — 5 KW
ABC
AFFILIATE

NATIONAL
REP.—
EDWARD
PETRY
& CO., INC.

PRICE RULES

Set Makers' Filings Waived for Now

MANUFACTURERS of radio-TV receivers and certain related products have been relieved of the necessity of filing under new price regulations pending issuance of tailored instructions early next year.

This was assured by the Office of Price Stabilization in a directive covering radio, automobile and portable and television sets, phonograph records, phonographs and phonograph combinations and electronic tubes for receivers and sound recording or reproducing devices.

The action exempts producers from filing under General Price Regulation 22, effective Dec. 19, and again under tailored regulations to be promulgated for the electronics industry within the next two months [B•T, Nov. 19].

In effect, this means that set makers and other producers may continue to use ceiling prices set forth under GPR 22 as of Jan. 26, 1951, when the price freeze went into effect.

Taken literally, the ruling is academic since set manufacturers have been selling goods below authorized ceilings because of stiff competition and, until recently, abundant inventories.

OPS' announcement retains for the manufacturer the option of using general price regulations or GPR 22, which carries with it a further provision for obtaining adjusted ceilings on the basis of the Capehart advertising-allowance formula. Set makers generally have shied away from taking advantage of the Capehart method at this time.

Timesaving Method

In another action, OPS offered manufacturers an optional, timesaving method for computing overhead costs. An amended order now permits them to calculate directly the overhead adjustment percentage for their entire business. Heretofore, they were required to figure individual dollars-and-cents adjustments for each commodity.

Again, the new order applies to manufacturers in general and not to set-makers unless they may have filed for relief under the plan devised by Sen. Homer Capehart (R-Ind.).

Inherent in the regulation is the alternative method for adjusting new ceiling prices under GPR 22 rather than pre-Korean or base period levels [B•T, Nov. 26].

Looking toward the issuance of custom-made regulations, OPS has set in motion a sample survey of prices and other factors through a radio-TV set industry advisory committee.

OPS is said to be beset with a number of problems in formulating policy for the related industries. Question of warranties has been raised, along with warehouse inventories, it was learned.

The warranties factor is a major roadblock since the industry has no set standard as yet among its manufacturers. Policy as it governs retailers' practices also has arisen.

One OPS authority claimed that manufacturers desire a mandatory ceiling price on warranties as a means of solving a perplexing problem. But the Radio-Television Mfrs. Assn. has pointed out the difficulty of defending such a stand with its undertones of trade restraint.

Whether OPS would proceed to set such ceilings was held moot in both manufacturing trade and price stabilization quarters.

General manufacturers (other than radio-TV set makers) of multi-product lines may take advantage of the Capehart formula (for allowing advertising, research, selling and administration costs) by filing Public Form 8 (for GPR 22) and Form 100 (for the Capehart plan) by the Dec. 19 deadline. Price boosts are self-executed [B•T, Nov. 26, 12].

Record and phonograph-player producers will be bracketed with radio-TV set makers under specially tailored directives. They also are exempt from dual filing requirements under the recent announcement.

Meanwhile, OPS signified its intent to launch a "vigorous" national enforcement probe of the service trades to determine the degree of compliance with other regulations. Radio-TV service and repair shops are among the trades earmarked for the survey.

Sen. Johnson 'Drafted'

SEN. ED C. JOHNSON (D-Col.) has been drafted for a sixth-term presidency of the Western Baseball League. The chairman of the Senate Interstate & Foreign Commerce Committee had announced he was not a candidate for the post because of his workload in Washington [B•T, Nov. 26]. But the Senator was elected despite his unwillingness.

RAYMOND COLLINS

WFAA Official Dies Dec. 3

RAYMOND COLLINS, 44, assistant general manager of WFAA-AM-TV Dallas in charge of technical operations, died Dec. 3. He had been ill since suffering a cerebral hemorrhage last July.

Mr. Collins

A member of the Institute of Radio Engineers, Mr. Collins had been with WFAA since 1928.

At WFAA he helped install a 50-kw transmitter at Grapevine, Tex., and directed installation of FM and facsimile (both since discontinued) operations for the station.

During World War II he took leave-of-absence to engage in radar development and research at the Radio Research Lab at Harvard U. Later Mr. Collins was one of 16 engineers chosen to perfect countermeasure radar equipment for the French invasion at the request of General Eisenhower.

Surviving is his wife, the former Velma Boyce, one-time secretary at WFAA and now in the Dallas United Press bureau.

WASH. SALES CLINIC

Set Jan. 18 at Tacoma

WASHINGTON State Assn. of Broadcasters has scheduled a second statewide radio sales clinic, to be held in Tacoma Jan. 18, according to an announcement last week by Carl Downing, WSAB executive secretary.

The first sales clinic, held in Seattle early in November, attracted 53 sales executives from 25 stations. A third gathering is planned for eastern Washington following the Tacoma meeting.

EIGHT U. of Pennsylvania basketball games are on ABC's telecasting schedule this season. The Maryland, Swarthmore, Columbia and Cornell games are definite; others will depend on the Red and Blue's win-loss record.

WMIL.....
means
MILWAUKEE

REPRESENTED BY FORJOE

REPRESENTATIVES of stations attending first meeting of Good Music Broadcasters included (l to r, around table): Calvin Smith, KFAC Los Angeles; Elliott M. Sanger, WQXR New York; Paul Alger, WSNJ Bridgeton, N. J.; Raymond S. Green, WFLN Philadelphia; Robert Rogers, WGMS Washington; Thomas Massey, KIXL Dallas; John R. Thornton, WXHR Cambridge, Mass.; Norman S. McGee, WQXR; and Sol Chain, WBIB New Haven. Other stations affiliated with the group include WWIN Baltimore, WEAW Chicago, WEW St. Louis and KSMO San Fransico.

WCOP REPORT

Radio Listening Gains

RADIO still is tops in Boston, reports Craig Lawrence, WCOP Boston general manager, in releasing a study and analysis of the September-October Pulse Reports of 1947 compared with 1951. Former year was taken because TV had not yet arrived in the Hub area.

Study, Mr. Lawrence reports, shows 44.6% more radio sets in use 6 a.m. to noon, Mon.-Fri.; 20.6% more radio sets in use from noon to 6 p.m., Mon.-Fri.; 12.5% more sets in use 6 p.m.-midnight, Mon.-Fri. For the entire week, from sign-on to sign-off, percentage of more sets in use was 15.1, he said.

While some evening hours have less people listening to radio now than before television, three of the six evening hours have a larger radio percentage and there are now a greater number of radio homes, Mr. Lawrence reports. From Mon.-Fri. 6-7 p.m. there were 33.2% more radio sets in use; 10-11 p.m., 26.7% more sets in use, 11 p.m.-midnight, 125% more sets in use. In addition, he said, a Pulse survey points up in a July 1951 study that out-of-home listening, a postwar development, adds 15.6% to the average quarter hour audience today.

SEEDS FOR FREEDOM

Radio Aid Helps Drive

COMMITTEE for a Free Asia Inc. says U. S. radio is doing its part to plant a little goodwill and democracy in foreign soil. In particular, it cites active participation in local Seeds for Democracy drives, by such stations as WMLS Sylacauga, Ala.—population 1,909.

WMLS conducted a local campaign that resulted in more than 100 individual packages of vegetable seeds received by the station. The seeds are sent to the Philippines to meet a critical food production shortage. They are distributed without charge and planted by individuals and families in the islands.

Other stations mentioned by the committee, which is financed by the Crusade for Freedom and dedicated to the combat of communism in the Far East, are WRFD Worthington,, Ohio; WKNE Keene, N. H.; WTOP Washington; WHDH Boston; KXL Portland, Ore., and KFVD Los Angeles. The committee also sponsors Radio Free Asia, which has been broadcasting daily since Sept. 4. Through radio and other media, more than 100,000 packages of seeds have been contributed by Americans and sent to Manila.

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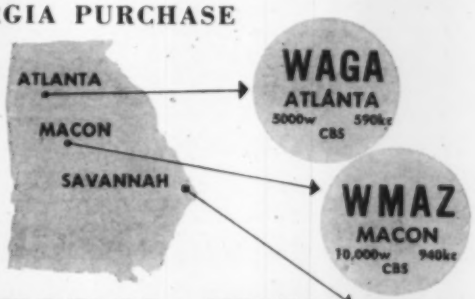

THE GEORGIA TRIO

represented individually and as a group by THE KATZ AGENCY, INC.

GOOD MUSIC MEET

Group Sets Joint-Sales Plan

REPRESENTATIVES of station members of Good Music Broadcasters [B•T, Nov. 12] held their first meeting Nov. 30 in New York and, as a result of rate discussions, can now operate the joint-sales organization on a national basis, spokesmen reported last week.

Meeting, called to discuss programming and selling methods, resulted in establishment of national as well as local rates by each participating station, which reflect approximately the same cost per thousand homes in each market. Although no actual rates were revealed, Good Music Broadcasters will sell time on an individual station or a group of stations for a regular discount, and purchase of time on all Good Music stations will bring an additional 10% reduction.

Programming will be handled individually by each station, however, and will follow the pattern of WQXR New York, with accent on classical music. Good Music stations will not operate on any network tie-up, it was pointed out, as far as programming is concerned; the organization was established for joint sales of time only.

Zenith, GE Sponsorship

Zenith Radio and General Electric, named as Good Music sponsors when the organization was first announced, bought time on a regional, not national basis, according to Elliott M. Sanger, WQXR executive vice president, who instituted the Good Music organization with Raymond S. Green, vice president of WFLN Philadelphia.

Representatives attending the all-day session Friday included Calvin Smith, KFAC Los Angeles; Sol Chain, WBIB New Haven, Conn.; Robert Rogers, WGMS Washington, D. C.; John R. Thornton, WXHR Cambridge, Mass.; Paul Alger, WSNJ Bridgeton, N. J.; Norman S. McGee, WQXR; Thomas Massey, KIXL Dallas; Mr. Sanger, and Mr. Green. Other stations affiliated with Good Music Broadcasters are WWIN Baltimore, WEAW Chicago, WEW St. Louis, and KSMO San Francisco.

Headquarters of the group are in WQXR offices, where sales and market research are under supervision of Mr. McGee, vice president in charge of WQXR sales.

WLAU to Join ABC

WLAU Laurel, Miss., will become affiliated with ABC effective Jan. 1, bringing the number of the radio network's affiliates to 299, ABC announced last week. The station will also continue its Mutual affiliation "well into next year," at least, MBS spokesmen said. Operating on 1490 kc with 250 w, it is owned by the Southland Broadcasting Co. Mrs. Norma H. Leggett is general manager.

WMRY SELLS NEW ORLEANS' GREAT NEGRO MARKET

WMRY programs to more than ½ million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

600KC - "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

MORT SILVERMAN, *General Manager*

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

RESEARCH NEEDS

To Be Discussed by Zeisel

NEW TYPES of research, which should be undertaken by major media to put an end to confusion about comparative media values, will be discussed by Hans Zeisel, research director for the Tea Bureau, at a radio-TV group meeting of the New York Chapter of American Marketing Assn. on Thursday, chapter spokesmen announced last week.

The announcement said Dr. Zeisel also will "described a new formula he has developed to assist advertisers in estimating television's effect on radio," as well as discuss "particularly the failure of magazines to provide advertisers with any information about TV's effect on that medium."

Described as an outspoken critic of superficial or misleading research in advertising, Dr. Zeisel is former director of developmental research for McCann-Erickson. He will speak at a luncheon meeting of the AMA radio and television group at the Hotel Shelton.

RCA Tube Book

RCA TUBE Department has announced publication of the 1952 edition of its yearly reference book on RCA tubes, electronic components, test equipment, batteries, and miniature lamps. The *RCA Pocket Reference Book* is available from all RCA distributors.

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FCC actions

NOVEMBER 30 THROUGH DECEMBER 6

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 30 Decisions . . .

BY COMMISSION EN BANC

Granted CP for CP

KNXT Hollywood, Calif.—Granted application for CP to replace expired CP authorizing change in power, installation of non-directional ant., etc.

To Remain Silent

KVOB Alexandria, La.—Granted extension of authority to remain silent four months from Dec. 4 pending filing and action on application for license assignment.

Extension of Authorization

KFAR Fairbanks, Alaska—Granted further extension of special service authorization on temporary basis for 60 days ending Jan. 31 to operate on 660 kc with 10 kw, fulltime, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of American Broadcasting Co. vs. FCC, decided July 19.

WNYC New York, N. Y.—Granted further extension of special service authorization on temporary basis for 60 days ending Jan. 31 to operate on 830 kc with 1 kw, limited time, pending further study of ruling of U. S. Circuit Court of Appeals for District of Columbia Circuit in case of American Broadcasting Co. vs. FCC, decided July 19.

Denied Request

By opinion and order denied request for oral argument filed by Southern Illinois U., Carbondale, Ill., in current television proceedings.

FM Plan Amended

Commission amended revised tentative allocation plan for Class B FM Stations to delete channel 225 from Harrisburg and Tuscola, Ill., and assign it to Olney, Ill.; also transferred channel 234 from Indianapolis, Ind., to Tuscola, Ill., and channel 236 from St. Louis, Mo., to Harrisburg, Ill., to become effective Jan. 7.

Granted Changes

Following FM stations granted changes in facilities:

KITE-FM San Antonio, Tex.—Change ERP from 9.2 kw to 8.2 kw; cond.

WDLP-FM Panama City, Fla.—Change ERP from 8.2 kw to 4.8 kw, ant. from 290 ft. to 300 ft.; cond.

WJZ-FM New York, N. Y.—Change ERP from 6.5 kw to 1.5 kw, ant. from 700 ft. to 1,270 ft.; cond.

WQAM-FM Miami, Fla.—Change ERP from 60 kw to 8.2 kw, ant. from 350 ft. to 360 ft.

WFOW Madison, Wis.—Change ERP from .93 kw to 7.5 kw, ant. from 100 ft. to 80 ft.; cond.

WIFU Bloomington, Ind.—Change from non-commercial educational station on 90.9 mc (Ch. 215) to Class B station on 103.7 mc (Ch. 279) with ERP 33 kw and ant. 300 ft.; cond.

December 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSGM Ste. Genevieve, Mo.—Mod. CP, as mod., authorizing frequency change, power increase, DA-DN, etc., for extension of completion date.

KJEF-FM Grand Rapids, Mich.—Mod. CP, as mod., new FM station, for extension of completion date.

KWHP Near Cushing, Okla.—Mod. CP, as mod., new AM station, for power increase from 500 w to 1 kw on 1600 kc.

License for CP

KBND Bend, Ore.—License for CP authorizing frequency change, DA, etc.

WAFM (FM) Birmingham, Ala.—License for CP, as mod., new FM station.

WJBY-FM Gadsden, Ala.—License for CP, as mod., new FM station.

WLAV-FM Grand Rapids, Mich.—License for CP, as mod., new FM station.

KFUO-FM Clayton, Mo.—License for CP, as mod., new FM station.

License Renewal

WNBT New York—Renewal of license.

Applications Returned

WSWN Belle Glade, Fla.—RETURNED application for relinquishment of control by J. Tom Watson Jr., Samuel L. Looney Jr., Douglas Silver and R. G. Nelson to Dr. C. Harvard, Mrs. Mary Foy, Dr. Ralph J. Pipes and Conrad F. Clemans.

WTTN WATERTOWN, Wis.—RETURNED application for voluntary transfer of license from Albert B. Galt, J. H. Yeo and Carl V. Kolata to Carl V. Kolata, Marcella E. Kolata and Verne H. Halle.

TENDERED FOR FILING

Modification of CP

KCLV Clovis, N. M.—Mod. CP for power increase from 100 w to 250 w on 1240 kc.

December 4 Decisions . . .

BY THE COMMISSION

To Remain Silent

KODI Cody, Wyo.—Granted authority to remain silent additional 60 days from Nov. 29, pending action on application for transfer of control.

License Extension

General Electric Co. Syracuse, N. Y.—Granted further temporary license extension for developmental broadcast station KE2XCV to March 1.

BY THE SECRETARY

Granted License

KORK Las Vegas, Nev.—Granted license new AM station, 1340 kc 250 w fulltime; cond.

WFOB Fostoria, Ohio—Granted license covering changes in FM station, 96.7 mc (Ch. 244) 1 kw.

WBGU Bowling Green, Ohio—Granted license noncommercial educational FM station, 88.1 mc (Ch. 201) 10 w.

KCRA Sacramento, Calif.—Granted license covering power increase, changes in DA, etc.

WJPR Greenville, Miss—Granted license covering facilities change, DA, etc., cond.

WOKE Oak Ridge, Tenn.—Granted license new AM station, 1430 kc 1 kw daytime, cond.

WBGE-FM Atlanta, Ga.—Granted license new FM station, 95.5 mc (Ch. 238) 1.85 kw.

Granted Mod. CP

WFAA Dallas, Tex.—Granted mod. CP for extension of completion date to 2-15-52; cond.

WBAP Ft. Worth, Tex.—Granted mod. CP for extension of completion date to 2-15-52; cond.

WJZ-FM New York, N. Y.—Granted mod. CP for extension of completion date to 2-29-52.

By Comr. E. M. Webster

WHDH Boston, Mass.—Granted petition for waiver of Sec. 1.854(d) of Commission's Rules and acceptance of notice of intention to appear and participate in oral argument in proceeding re its application.

Resort Bcstg. Co. Hot Spring, Ark.—Granted petition for continuance of hearing from Dec. 11 to Jan. 16 in Washington in proceeding re its application and that of Springhill Bcstg. Co., Springhill, La.

Pixleys Inc. Columbus, Ohio—Granted joint petition for continuance of hearing from Dec. 6 to Jan. 10 in Washington in proceeding re assignment of license of stations WCOL-AM-FM Columbus.

WWHG Hornell, New York—Granted petition for authority to take depositions in proceeding re application.

By Hearing Examiner Basil P. Cooper

KROY Sacramento, Calif.—Granted petition for continuance of hearing

TUBE MAKING

GE Sees 20 Million by '53

PLANS to build "reliability of electronic equipment" used by the armed forces were outlined to military electronics experts in Washington last Wednesday by the General Electric Co. GE's program was described as "multi-million dollars."

Brunt of the program will fall on improving the quality of the receiving tube. According to E. F. Peterson, manager of sales for GE's tube department, his company can produce 20 million "high-reliability" tubes per year destined for military use by the end of 1953.

Mr. Peterson and other GE tube experts huddled at the Pentagon in a meeting arranged by M. Barry Carlton of the Research Development Board. Among those attending were representatives of the services' chiefs of staff, the joint chiefs of staff, the Defense Dept., government and industry personnel.

RCA has added a new television set to its line of TV Super Sets. It is an open-faced console with a rectangular 17-inch picture tube. The Caldwell (Model 17-T-162) will list at $349.50 and in limed oak $359.50.

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New Rochelle 6-1620

Member AFCCE

from Dec. 7 to March 11 in Washington in proceeding re application.

By Hearing Examiner Leo Resnick

Columbia Bcstg. System New York—Granted petition to amend application so as to bring application up to date with respect to the stockholders in applicant corporation.

By Hearing Examiner Elizabeth C. Smith

Grand Island Bcstg Co. Grand Island, Neb.—By memorandum opinion and order granted petition to amend application to specify operation from a different transmitter site; denied petition insofar as it requests retention of application, as amended, in hearing status. Application, as amended, was removed from hearing docket.

By Hearing Examiner Fanny N. Litvin

The Rural Bcstg. Co of Ohio Oak Harbor, Ohio—Granted petition for extension of time to Feb. 18 within which to file proposed findings and conclusions in proceeding re application.

By Hearing Examiner J. D. Bond

George Basil Anderson Rockford, Ill.—By memorandum opinion and order denied petitions of Oct. 26 and Nov. 2 to amend application so as to change engineering data and corporate setup, etc.

December 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTVB-FM Coldwater, Mich.—Mod. CP, as mod., new FM station, for extension of completion date.

KGMO-FM Cape Girardeau, Mo.—Mod. CP, as mod., new FM station, for extension of completion date.

License for CP

WSUN St. Petersburg, Fla.—License for CP, as mod., authorizing change in DA, etc.

KBLI Blackfoot, Idaho—License for CP, as mod., new AM station.

License Renewal

Following stations request renewal of license:

KFPW Fort Smith, Ark., KRAI Craig, Col., WJBF Augusta, Ga., WAZF Yazoo City, Miss., KXLO Lewistown, Mont., KGAK Gallup, N. M., KDIX Dickinson, N. D., WTOL Toledo, Ohio, KADA Ada, Okla., KNUZ Houston, Tex., KPAT Pampa, Tex., WHBY Appleton, Wis., KVOC Casper, Wyo., WMBD-FM Peoria, Ill., and WGUY-FM Bangor, Maine.

December 5 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WDMJ Marquette, Mich.—Mod. CP, as mod., authorizing frequency change, power increase, DA-N, etc., for extension of completion date.

License Renewal

WMLL (FM) Evansville, Ind. — Renewal of license.

Applications Returned

WFBC Greenville, S. C.—RETURNED application for license to cover CP authorizing new transmitter.

KALT Atlanta, Tex.—RETURNED application for assignment of license from H. H. Wommack Jr., D. A. Wommack and R. S. Bieloh to the Messrs. Wommack d/b as Ark-La-Tex Bcstg. Co.

WCAT Rapid City, S. D.—RETURNED application for renewal of license.

TENDERED FOR FILING

AM—960 kc

WATS Sayre, Pa.—CP to change frequency from 1470 kc to 950 kc.

AM—1150 kc

KNED McAlester, Okla. — CP to change operating hours from daytime to fulltime, 1 kw D 500 w N, DA-N, on 1150 kc.

Modification of CP

KDSX Denison, Tex.—Mod. CP to change DA-N.

Extension of SSA

KOB Albuquerque, N. M.—Extension of special service authorization to operate on 770 kc 50 kw D 25 kw N.

(Continued on page 112)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 20¢ per word—*$2.00 minimum* ● Help Wanted, 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* ● Display ads, $15.00 per inch

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If transcriptions or bulk packages submitted, $1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager desires change. Knows radio and willing to work. Best references. Write Box 667L, BROADCASTING.

Station manager for medium size central Indiana city due to ultra liberal bonus plan. This could be the opportunity of a lifetime for qualified, ambitious, go-getter. Send picture, biographical details, references and telephone number. Position must be filled by 25th of December. Box 672L, BROADCASTING.

5000 watt ABC affiliate needs traffic manager, experienced in network schedules, along with program and production training. Also will have opening for secretary with merchandising experience in national sales department. Both positions available January First. Address applications to Robert R. Feagin, WPDQ, Jacksonville, Florida.

Salesman

Excellent opportunity for salesman who knows radio and value of account servicing. Salary and commission. Send complete details, air mail. KPOW, Powell, Wyoming.

Salesmen: We have expanded our group of successful services used by radio stations and we can use two single men, familiar with Mid-City programming, to travel by car—one with base near Illinois—the other near Texas or Colorado. You will sell in person and by long distance phone, our successful sales, programming and continuity service and our 7 new continuous script shows. Salary and expense arrangement with opportunity to grow. Write Merchandising Division, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Announcers

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Leading north midwest 5 kw network affiliate has immediate opening for ambitious announcer with real personality. Challenging assignment with wide open opportunity for advancement. Send tape and full information. Box 629L, BROADCASTING.

Reliable announcer wanted at central New York, network affiliate. Some control work, fine opportunity, permanent, immediate opening. Box 655L, BROADCASTING.

Announcer wanted: Experienced young announcer looking for his big break. For staff of progressive Detroit metropolitan area station. Send all details in first letter to Box 663L, BROADCASTING.

Immediate opening, combination man, must be good experienced staff announcer. $80.00 weekly guarantee. Western Pennsylvania station. Box 687L, BROADCASTING.

Announcer-first phone. To fill first opening in 3 years. To do DJ, news. Play-by-play sports desired, but not essential. P. O. Box 2431, Sarasota, Florida.

Announcer-engineer. Start at $300 per month based on 48 hour week. Time and one-half over 40 hours. Experience desirable. Progressive, sports minded, MBS affiliate. Contact Ted Hildebrand, Chief Engineer, KBMY, Billings, Montana.

Experienced announcer with first phone. Combined operation. New studios. Station number one in market and prosperous. Staff of fifteen employees. Salary open. Call collect or write Jim Bradner, KGBC, Galveston, Texas.

Help Wanted (Cont'd)

Announcer-engineer needed by CBS outlet in the southwest immediately, send complete information to Jim Duncan, KSIL, Silver City, N. Mex.

Announcer-first ticket. $300 monthly and more depending announcing ability. Ideal working conditions using 3 tickets daytime operation. Announce approximately 20 hours weekly. 6 day week. Send details and voice audition Manager, KTFY, Brownfield, Texas.

Announcer-engineer, $70 to $80 depending on announcing ability. Modern studios, transmitter. Fulltime Mutual. Housing available, car unnecessary. Send details with disc or tape to WCRK, Morristown, Tenn.

Immediate opening for qualified announcer in leading station of nation's fastest growing city. Send details and audition to Program Director, WGAC, Augusta, Georgia.

Announcer wanted, interested in announcer for regular staff work, prefer residence of N. C., S. C., or Virginia. Contact Allan Wannamaker, Radio Station WGTM, Wilson, N. C.

Immediate opening—2 combo announcer-engineers 1st phone, emphasis announcing. Start $60 for 40 hour week. Send disc, photo, resume. WHBS, Huntsville, Alabama.

Morning man—Hard hitting announcer. Only experienced need apply. Prefer man state Wisconsin, near middlewest. Reasonable starting salary, health benefits. Send disc, tape, complete letter Program Director, WHBY, Appleton, Wisconsin.

Combination announcer-engineer. Wire WJON, St. Cloud, Minnesota, or call 1240. ABC affiliate.

WJPD, Ishpeming, Michigan wants announcer. Ability and interest will compensate for lack of experience. Send audition and full details.

Announcer-engineer, first phone. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Topnotch announcer; staff and DJ experience. Send letter and disc. WOKY, Milwaukee, Wisconsin.

Announcer-salesman needed immediately by CBS outlet in southwest. Send full particulars to Jim Duncan, KSIL, Silver City, N. Mex.

We polish announcers for big time. This low powered but big production station near Chicago does 17 hours local programming. If you have good voice; good English and knowledge of board, we can develop you. Can accept two staff men now even if experience limited. Good salaries. WSDR, Sterling, Illinois.

Personality deejay for 6-9 AM; 1-4 PM show. No staff six days weekly. Light morning touch. Popular stuff for afternoon segment. Send immediately disc or tape, photo, background, salary required to Todd Branson, WWCA, Hotel Gary, Gary, Indiana.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

Need combination announcer-engineer for Minnesota station. Want man able to work into chief engineer. Good salary. Mail details. Box 624L, BROADCASTING.

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 627L, BROADCASTING.

Help Wanted (Cont'd)

Minnesota network affiliate needs announcer with first class engineer's license. Top salary to right man. Send disc or tape first letter. Box 639L, BROADCASTING.

Wanted—First phone engineer for transmitter duty. Car required. $50 for 44 hours. Box 678L, BROADCASTING.

Chief engineer needed immediately for 5 kw clear daytimer with fulltime FM. Plans for TV. Large southern market. Must be experienced in transmitter operation and studio maintenance. State qualifications and salary expected. Box 696L, BROADCASTING.

If you like hunting, salt water and fresh water fishing in the land of sunshine and the salary, of course, there is an opportunity for you if you have a first class ticket and voice. Send tape or disc and full information. Box 697L, BROADCASTING.

Experienced chief engineer-announcer. Salary open. Fifteen employees, excellent working conditions. Station number one in market and prosperous. Call collect or write Jim Bradner, KGBC, Galveston, Texas.

Wanted immediately, engineer with possible announcing ability, KHBR, Hillsboro, Texas.

Wanted: Combination engineer-announcer. Best of working conditions. Located 80 miles east of Yellowstone Park. Good pay. Air mail disc. KPOW, Powell, Wyoming.

Immediate opening, chief engineer-announcer. 1 kw upstate New York daytimer. Top salary to the right man. Also, straight engineer. Complete details and disc please. Radio Station WDLA, Walton, New York.

Immediate opening for engineer with first class license. Contact Allen B. Jones. Radio Station WGNI, Wilmington, N. C.

Good start for single, first class operator with car. No experience needed. $55 base plus six month raises, plus profit sharing. WSNY, Schenectady.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Virginia.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Radio test technicians and radio test engineers for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to $120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest! Write for an interview or send resume of qualifications to B. V. Mayrhauser, The Turner Company, 909 17th St., N. E., Cedar Rapids, Iowa.

Production-Programming, Others

Secretary: If you are a secretary with considerable midwestern station experience, there's position open January First as secretary to program executive of Chicago station. Send complete qualifications, photo and salary expected. Box 658L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Help Wanted (Cont'd)

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station completely. Box 580L, BROADCASTING ● *TELECASTING*.

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, slide scheduling, etc. Must be willing dig in, work hard. Right man can have unlimited opportunity. Box 578L, BROADCASTING ● *TELECASTING*.

Situations Wanted

Managerial

Station manager now employed desires change due to change in ownership. Over twenty years experience in all phases of broadcasting. Good reputation with top references. Box 692L, BROADCASTING.

Eight years of experience in radio have helped me bring two stations back to sound financial basis, one of which was operating in the red. I'd like to use that experience now in the north or west where I want to settle permanently. I have good job, but want security earned by hard work. Starting salary must be good and potential must be there for the future. Reply Box 694L, BROADCASTING.

Successful manager with outstanding record seeking challenging position with real opportunity. Change due to sale of present station. Man of highest integrity and active in civic affairs. Your opportunity to hire proven ability. Age 39, with family. Prefer south, but all offers considered. Box 695L, BROADCASTING.

Salesmen

Sales New York—New England. 4 years New York experience. Presently employed. Available January 1. Prefer rep or network affiliate. Box 661L, BROADCASTING.

Have "loused-up" one station—Hooper up 50%. Income tripled! How about giving me a chance to "louse-up" yours. Box 668L, BROADCASTING.

Former Ziv and local salesman-sales manager wants good opportunity. Box 690L, BROADCASTING.

Announcers

Topnotch, draft exempt announcer, newscaster, disc jockey. First phone license. Now working. Desire relocate near NYC. Audition. Box 635L, BROADCASTING.

Basketball play-by-play man available immediately. One of nation's best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Finest references. Desires AM or TV station strong on sports. Veteran, 30, college grad. Confident my air checks will convince you. All offers considered. Box 657L, BROADCASTING.

Two years with present midwest kw affiliate, 4 years in radio. Wish to relocate. Top staff man for news and commercial work. Best references, married, exempt. Box 660L, BROADCASTING.

Hillybilly DJ, entertainer, control man available immediately. Informal style. No news-sports. Good sales record. Single, 27, draft proof, clean living, good references. Box 662L, BROADCASTING.

Announcer-engineer, 3 years experience desires job located Connecticut or vicinity. Strong on news, commercial copy. Presently employed. Draft exempt vet. Box 664L, BROADCASTING.

Announcer-copywriter. Experienced. Available January. Good commercials, DJ, sports, etc. Married veteran. Best offer. Box 670L, BROADCASTING.

Situations Wanted (Cont'd)

Five years announcing. Accent on commercial delivery, newscasting, production shows. Draft exempt. Employed. Connecticut, New York preferred. Personal interview. Box 671L, BROADCASTING.

Top combo man in marginal station looking for advancement, security. Married veteran. Air check tape on request. $75. Rockies or west. Box 672L, BROADCASTING.

Experienced announcer desires work Chicago area. Full or parttime. Box 676L, BROADCASTING.

Experienced announcer doing straight set would like announcer-copywriting or PD with station holding local interest. In southwest Virginia now, married. Tape qualifications, travel immediately. Box 679L, BROADCASTING.

Six years experience all phases. Go anywhere for right price. Would prefer TV station. Presently well employed. Box 681L, BROADCASTING.

Excellent announcer, relocate, superb on commercials. DJ, personality, news. Veteran 4A, married, reliable, sincere, experienced, no ticket. Start $60.00. Box 682L, BROADCASTING.

Available immediately, announcer, writer, producer, program director, operator with third class ticket. Married, 30, draft exempt, references and recommendations on request. Presently employed. Interview if necessary. Box 688L, BROADCASTING.

Announcer-DJ, five years experience, vet, presently employed. Excellent references. Box 689L, BROADCASTING.

Sportscaster. If you are a baseball, football, basketball station in good market and want a top man with outstanding record and excellent references. Write 693L, BROADCASTING.

Staff announcer S.R.T. graduate, will do staff work, play-by-play, sports, can sell, excellent references, photo, disc, tape, will travel, all replies answered. Best offer. Gary Hallonen, Republic, Michigan.

Sportscaster and newsman, 3 years play-by-play, strong on basketball. 6 months experience, newspaper reporting and news gathering-announcing. College graduate, now announcing, veteran, prefers sports minded midwestern station. References! Livable wage. Call or write Tom Hamlin, Franklin, Ohio. Franklin 952J-1.

Experienced announcer deep voice newscaster, good staff man. Single, draft exempt, go anywhere. Bill Marvin, 4919 Troost, Kansas City, Missouri.

Announcer: 29 years old. 5 years experience. Morning shows, news, commercials. Good mature voice. Free lanced in New York, will travel, metropolitan area. Steve Phillips, 540 Audubon Avenue, New York 33, New York, WAdworth 7-8931.

Announcer-engineer, 1st phone. Draft exempt. Independent network experience. Accent on announcing. Strong news. Have just left 10 kw affiliates. Am available. Will travel. Bill Rogel, 1713 Grant Avenue, New York City, N. Y.

Career broadcaster. Experienced staffer with crisp decisive news delivery—a selling voice, desires permanent position with progressive, production-wise station. Twenty-three, single. Prefer New England-middle Atlantic area; however, all returns carefully considered. Audition material on request. Personal audition within 250 miles of New York. Henry C. Semple, 183 Sickles Ave., New Rochelle, N. Y. (New Rochelle 6-0731)

Experienced announcer, 1st phone. Available January 1st. Write-wire: H. Smith, 1224 Clay Avenue, Bronx 56, New York.

Technical

First phone, 4¾ years experience. State salary, working conditions first letter. Box 562L, BROADCASTING.

Wanted—Chief engineer's job AM-FM-TV. 10 years experience. References. Box 567L, BROADCASTING.

First class phone. Desires experience. Also three months boom operator, WCBS-TV. References. Box 669L, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, ten years 250 w to 5 kw. Chief kw, two years. Desire permanent connection progressive station. Available immediately. Box 680L, BROADCASTING.

First phone licensee, desires work announcer-engineer, 9 months experience. Disc, photo. Geo. H. Massingale, 76-3rd St., Astoria, Oregon.

Production-Programming, Others

Copy - continuity - jingle writer (free lance). Outstanding air credits for 29 4A agencies. Moderate rates. Write Box 309L, BROADCASTING.

Newsman, capable, responsible, good news judgment, seeking staff spot or newsroom directorship. 3½ years reporting, rewriting, editing. Former Transradio staffer. 27, married, B.A., non - reserve veteran. Box 599L, BROADCASTING.

My copy sells—my programs entertain and sell! Experienced, draft exempt, 29, married. Presently employed. Box 604L, BROADCASTING.

Woman director. Commentary, commercial, interview, news. Top copywriter. Service accounts. Food, apparels, merchandising. Good voice, appearance. Details, disc, photo on request. Box 675L, BROADCASTING.

News writer-broadcaster, seeking first professional job. 3 years all phases college radio degree. Single, vet, 26. Qualified references. Box 683L, BROADCASTING.

Writer, network credits. Broadcasting degree 1951. Dramatic, continuity, commercial. Desires writing and/or general production, local station. Box 684L, BROADCASTING.

Floor manager: Graduate 20 week—500 hour course at School of Radio and Television, New York City. Courses in directing producing of live and film TV shows. Operation of DuMont, RCA audio and video equipment. Age 31. Single. Will travel. Box 685L, BROADCASTING.

Newscaster-editor, new in newspaper work desires return to first love. Widely experienced all phases, local legwork to air presentation. Prefer station accenting local news needing top announcer-writer-editor. No transcription but available personal interview within reasonable distance. Or send for writing samples. Draft proof veteran, 32, married with small child. All correspondence answered but prefer northeast. Box 686L, BROADCASTING.

Experienced program director who is also top announcer, available short notice. Please state salary. Will travel anywhere in northeast. All letters answered. William R. Lawson, WATS, Sayre, Penna.

Television

Managerial

Planning—midwest TV operation? Save time and money by utilizing my experience. All phases of TV-AM operation. Desire to manage and invest. Currently employed in major basic operation. Box 575L, BROADCASTING • *TELECASTING.*

Technical

Engineer, presently employed, 15 years with network TV in New York, experienced all phases television technical operations, development and motion picture techniques. Will consider post freeze opportunities. Box 677L, BROADCASTING.

For Sale

Stations

Accept this challenge. Located in ideal southwestern city. 1000 watts. Good accounts. Needs good operator. $15,000 down. Box 659L, BROADCASTING.

For sale: 250 watt fulltime; net $2000 a month; $25,000 down, balance $1000 per month; sale price, $80,000; location, midwest; one station, 25,000 population market. Box 666L, BROADCASTING.

For sale. 500 watt affiliated daytime station. Well equipped. Principals only. Box 691L, BROADCASTING.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

For Sale (Cont'd)

Equipment etc.

For sale: 375 foot 40-ton self supporting Lehigh tower now standing. Stressed to carry FM or TV or both. Complete with A-4 lighting and 8 bay W.E. FM antenna. Priced to sell. Box 602L, BROADCASTING.

One kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA type 833-A. A Western Electric limiter model 1126-C includes 126-C limiter amplifier, 298-A control panel and 20-B rectifier. A Wincharger tower type 300 triangular, height 260', complete with type 300 M.M. beacon assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 665L, BROADCASTING.

For sale: 1 Rel Model 600 FM broadcast, modulation and frequency monitor. Like new. Frequency of monitor, 100.3 mc. Cost $750. Will sacrifice for $350. Contact L. C. Sigmon, KMPC, Los Angeles 28, California.

For sale—250 watt Gates GY transmitter used only 15 months—like new. 5 amp remote meter and thermocouple, tubes in service, 100% spares are included. KWSO, P. O. Box 366, Wasco, Calif.

Dummy load and wattmeter, Bird, model 67, serial 183. Three power scales; 25 watt, 100 watt and 500 watt. Perfect condition. Complete with RG-17/U transmission line and connectors, instruction book and calibration chart. $200.00. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

For sale: Andrews Co-Ax—3⅛" diameter, 100 ft. in five 20 ft. lengths. New, in original crate at $3.75 per foot, f.o.b. Muskegon, Michigan. Write Manager, WKBZ.

Complete equipment for 860 250 watts-all RCA selling best bid. Gerald O'Grady, North Adams, Massachusetts.

For sale: One used Windcharger tower-number 101—170 ft. with base insulator. No reasonable offer refused. U. S. Tower Co., 219 Union Trust Bldg., Petersburg, Virginia.

Help Wanted

Announcers

IF YOU ARE SINGLE
and
Want to Spend the Winter
In The
VIRGIN ISLANDS

If you're a combo man with a first phone—accent on announcing—there's a post for you at WSTA. Stay as long as you like but you'll like it especially well while the icicles are hanging low up North. Openings for three.

You'll throw rocks at Florida after you see St. Thomas. Write to:

Bill Greer
WSTA
St. Thomas, V. I.

Help Wanted (Cont'd)

Salesmen

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters or audio equipment essential. Engineering degree desired but equivalent experience may be substituted.
Give full details, including age, education, experience and salary desired.

BOX 651L, BROADCASTING

Situations Wanted

Announcers

SPORTS ANNOUNCER

Play-by-play. One of Nation's Best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Finest references. Desires AM or TV station strong on sports. Veteran, 30. Available immediately. $150.00 weekly.

BOX 656L, BROADCASTING

For Sale

Equipment, etc.

For sale. Raytheon FM 250 watt transmitter. Hewelett-Packard 335-B frequency and modulation monitor. Andrews type 1200 FM antenna. 550 ft. coaxial cable, RG-17U. 2 sets of crystals for 106.3 and 100.7 Mc. Excellent condition. Complete set of tubes and spares. Will consider any reasonable offer.

BOX 676L, BROADCASTING

FOR SALE

Completely refinished 16 inch transcription filing cabinets $30 each crated F.O.B. Hollywood
16 inch transcription cabinets workable condition $10 each uncrated F.O.B. Hollywood

Standard Radio Transcription Services, Inc.
140 N. La Brea
Hollywood 36, Calif.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

$1.00

to cover handling

MUST BE REMITTED

when submitting

CLASSIFIED APPLICATION MATERIAL

(transcriptions, bulk packages, etc. Regular Letters Excluded)

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

cannot be responsible for delay in forwarding such material, arriving without necessary remittance.

Schools

JOBS IN RADIO!

Become an announcer, writer, producer or sales manager.

Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.

National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

Open Mike

(Continued from page 16)

local stations would seem to be short-sighted wisdom, however sincere the station intent. If membership in the code is going to portend loss of license or network affiliation, through ill-defined powers of code enforcement, then, for its own security, the station must lean to home rule rather than industry conformity. . . .

The worth of this or any revised code depends on integrity of application and strength of enforcement. The present code is worded so elastically that both of these qualities are open to individual interpretation all the way down the line. There is no dam to prevent flow of business from one station to another whose interpretation of the code is more lenient. . . .

Roger Clipp
General Manager
WFIL-TV Philadelphia

* * *

EDITOR:

A self-imposed television code should be adopted immediately.

Some of the details of the code as it's written are over-strict, but it would be better for the industry to adopt the code and fix it later than to take too much time in fixing it before adoption. Otherwise, the people who are screaming 'there ought to be a law' may get their way.

We took it upon ourselves to invite the competing television station in Salt Lake City and the Intermountain Radio Council, representing the PTA and other important groups, to a meeting to discuss this new code. You may be interested to know that this public-spirited group considered a real danger in too strict a code. They didn't want to see television robbed of reasonable expression.

We have invited the Intermountain Radio Council, after more consideration of the code, to make known their feelings in detail. We will be happy to pass this on to you as soon as it is available.

C. Richard Evans
General Manager
KSL Salt Lake City

[EDITOR'S NOTE: Earlier comment by TV station managers on the code appeared in the Nov. 19 and 26 issues of BROADCASTING • TELECASTING.]

* * *

Flexible Flyer

EDITOR:

. . . How about a plan for real simplification of radio rates and radio advertising? Newspapers sell their space at so much per line or so much per inch. How about selling radio space at so much per minute? Contract with an advertiser for the use of a certain number of minutes in a year. He can use those minutes to make up "display" advertising in programs or "saturation campaigns." Or he can use them for "spot ads." Minutes could be purchased in established "features" such as news, sports, or big productions, perhaps at a higher rate or plus a "production cost" as in newspaper color inserts, the comics or Sunday magazine sections.

"Features" purchased in entirety by one advertiser would require removal of "spots" in them just as newspapers move smaller ads to make room for big display jobs. . . . Use the newspaper technique of starting advertisers at the open rate for one minute of time and giving them retroactive discounts as they earn the lower rate . . . a real encouragement to usage. . . .

This plan would give the advertiser greater opportunity to keep his radio investment in line with business fluctuations through the year . . . Our present contracts and selling techniques reduce the flexibility of the one medium where flexibility is a prime asset. . . .

Bob Irwin
Milwaukee

* * *

Big-Time P. I.?

EDITOR:

. . . The cutest P. I. deal I have seen in a long time is the one you reported on page 19 of your issue of Nov. 19. The P. I.'er in this case being the eminent National Broadcasting Co. and its "guaranteed cost per thousand" deal.

Jerome Sill
General Manager
WMIL Milwaukee

* * *

The Helping Hands

EDITOR:

Since we broadcast the Villanova football schedule this year, and since almost all of their games were away games, I was forced to secure color-commercial men from these remote cities by mail and phone to work with our play-by-play man, Jim Leaming.

The cooperation I received from the men in broadcasting that I called was truly heartwarming.

I should like to pay public tribute to the following for their excellent cooperation all the way through:

Tulsa, Okla., Carl Janssen, KTUL, and Perry Ward, KOTV.
Shreveport, La., Steve Sheppard, KWKH and Horace Logan, KWKH.
Houston, Tex. Dick Gottlieb, KPRC-TV and Kern Tips, Wilkinson, Schiwetz & Tips, Inc.
Lexington, Ky., Ted Grizzard, WKLX and Ed Mills, WHAS.
Alabama, Lou Garris, and Chas. McGee, WTNB, Birmingham.
Les Quailey, N. W. Ayer, Philadelphia.

My main reason for writing to you is that this is just another indication why I wouldn't be in any other business than broadcasting for anything in the world. It's wonderful and the people in it are wonderful.

Murray Arnold
Prog. Dir.
WIP Philadelphia

* * *

It Started in Boston

EDITOR:

This is in reference to your item on news for children being broadcast by KFBI Wichita with great success.

It may interest you to know that we have had this kind of program on the air since the inception of our station early in 1950. It is true that we are an educational, noncommercial FM station and are very deliberately interested in this type of educational news program for children. We too have had an excellent response from these programs. . . .

This in effect may drive home the fact that educational stations are able to educate and entertain at the same time, when the argument of educational TV channel allocations comes up. . . .

Louis Ford
Program Director
WBUR (FM) Boston U.
Boston

EQUIPMENT FOR SALE?

- **equipment for sale**
- **need an engineer**
- **looking for a job**
- **want to buy a station**

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 20¢ per word ($2.00 minimum)
Help wanted, 25¢ per word ($2.00 minimum)
All other classifications 30¢ per word ($4.00 minimum)
Display ads, $15.00 per inch

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

5000 Watt Eastern Network Property

$200,000.00

A very clean and well operated network facility located in an attractive eastern market. Profits are substantial and will justify the sales price. This station has a favorable TV potential and has made definite television plans including financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Phonevision Film

(Continued from page 93)

when Mr. Finnegan approached the company he said he intended resigning from his position as tax collector, whether or not Zenith retained him.

Comdr. McDonald said the $50,000 was paid in installments beginning in November 1950 and ending in June 1951, and that the sum was entered on the company's books as legal expense.

Comdr. McDonald also stressed that Zenith has had no dealings with the Reconstruction Finance Corp. or with any federal agency, other than the FCC. He also said there are no current or past income tax difficulties for the company or its officials.

In his statement, Comdr. McDonald declared Zenith spent approximately $500,000 to build a new Channel 2 station on top of the Field Bldg. in Chicago, install a special telephone exchange and select and equip 300 families with specially adapated TV receivers for the test.

Results of the January-March test are being readied for release soon by the National Opinion Research Center at the U. of Chicago. They are due to be completed by Jan. 1. Test telecasts included 11 films from Columbia Pictures, three Walt Disney, three Eagle-Lion, five Samuel Goldwyn, 20 MGM, 16 Paramount, one J. Arthur Rank, 16 RKO and 15 Warner Bros.

Petition for commercialization of the Phonevision idea was reported ready for submission to the FCC last September [B•T, Sept. 24], but has not yet been filed.

Mr. Finnegan resigned last April after charges were brought against him. He was later indicted on five counts of accepting money from tax delinquents and others in trouble with the government.

WTAD's 25 YEARS

Previews TV Plans

A FOUR-DAY closed-circuit TV demonstration was slated late last week at WTAD Quincy, Ill., in celebration of WTAD's completion of 25 years of radio service.

The demonstration, Thursday through Sunday, was staged by WTAD in cooperation with the Allen B. DuMont Labs Transmitter Div. which shipped more than $25,000 worth of electronic equipment from its plant at Clifton, N. J., for the event.

Plans were announced by Walter Rothschild, WTAD manager, and James B. Tharpe, transmitter division sales manager. Local officials and businessmen were to view the demonstrations on Thursday and Friday, and the public on Saturday and Sunday.

WTAD has ordered complete DuMont TV transmitting equipment in anticipation of television broadcasting after FCC's freeze is lifted.

This is WFBM-AM-TV's new home as sketched by the designers. ➤

THEATRE TV

Broadway Interest Seen

THEATRE television was in an experimental mood last week, with interest being shown in such diverse possibilities as telecasts of the Radio City Music Hall Christmas Pageant, the Judy Garland vaudeville revival at the Palace Theatre and Broadway's "Saint Joan."

Although the two New York organizations which so far have been the only entrants in the large-screen field, United Paramount Theatres and Theatre Network Television Inc., had no official announcements to make, it seemed possible that non-New Yorkers might share some of the city's major entertainment hits—by television in their local theatres.

Theatre TV was one of the issues in the management fight among RKO Theatres Corp. stockholders, whose annual meeting took place Dec. 5. A stockholders' committee charged that the RKO management was lax in meeting competitive inroads of TV, pointed to proposed ABC-United Paramount Theatres merger as one action taken by theatre company to protect itself.

The RKO management countered by asserting it was among the first to install large-screen TV in theatres, is cooperating in the theatre exhibitors bid for theatre-TV frequencies and has reinstituted vaudeville at the Palace Theatre in New York—with Judy Garland two-a-day show its latest feature.

Oppose KSOX Grant

REVOCATION of a 50-kw daytime grant to KSOX Harlingen, Tex., was sought by WCKY Cincinnati and KFBK Sacramento, Calif., last week in a petition to the FCC. Both stations also asked that the FCC rescind KSOX's program authority, set its application for hearing and permit them to intervene. KSOX was granted the boost in daytime power last month and got program authority two weeks ago. It operates on 1530 kc, a Class 1-B channel. WCKY and KFBK, the dominant stations on that frequency, claimed that KSOX 50-kw daytime operation would produce "substantial" skywave interference to them for a period before local sunset and after local sunrise.

PROTEST KSTP-TV

Unions Write to FCC

MORE than a hundred letters have been received by the FCC in the last month from labor unions in Wisconsin and Minnesota asking the Commission not to grant KSTP-TV Minneapolis-St. Paul its application for power increase nor a renewal of license next February.

Most of the letters claim the station has not reached agreement with the St. Paul Electrical Workers Union Local 1216 (IBEW) and allege that KSTP is "not using union help."

In addition to the comments by unions, several letters were received at FCC from individuals protesting the station's "unfair" labor attitude. A number of the letters were nearly identical in content and postmarked on the same date and at the same time, FCC records show.

One letter asserts the station has been having union trouble for 16 months, another says 20 months. Most of the unions seemed to think, however, that there had been union difficulties for about 18 months.

By late last week FCC had not decided on disposition of the letters, but one Commission spokesman indicated the complaints probably would be considered.

'RAFFLES' DISPUTE

Production Is Delayed

DISPUTE between Samuel Goldwyn and Interstate Television Corp. over rights to "Raffles" stories has indefinitely postponed Interstate's production of the television film series based on the stories until extent of disputed rights are investigated.

Filming scheduled to start Nov. 26 was called off at the last minute when Goldwyn representatives, who claim certain rights to series for Mrs. Goldwyn, threatened to take action "to protect those rights" if Interstate started production. Mrs. Goldwyn claims she acquired certain rights to the series from her husband, based on his motion picture production of "Raffles" in 1940.

Interstate subsidiary, Monogram Pictures, claims all other rights to series, including TV, were purchased from the widow of the man who acquired them from the "Raffles" author, Ernest W. Hornung.

WFBM-AM-TV CENTER

Costs Under $300,000

A NEW building, combining radio and television operations, now houses WFBM-AM-TV Indianapolis. Cost of the building was under $300,000, including architectural and engineering services, landscaping, lot development, interior decoration and complete air conditioning.

Designed and constructed by Lewis C. Bowers & Sons, Princeton, N. J., especially for the administration and operation of radio-TV, the two-story building integrates large-size studios for radio and TV with offices, dressing rooms and control centers.

TRACK MEETS

Garden Policy Explained

NEW YORK newspaper report that no track events at Madison Square Garden would be telecast this season was denied by a Garden spokesman last week who reported that track and field event coverage just has not been sold as yet.

A Garden representative was supposed to have told a basketball writers' luncheon held earlier in the week that track meet directors, allotted $500 from TV receipts last year, sought greater payment or blackout of the TV camera to take care of their depressed gates.

Garden President John Reed Kilpatrick said Thursday that TV coverage might be considered "uncertain," but only because sales had not been made. He refused to comment on increased demands by meet directors for TV coverage of their events, saying that was a matter between the Garden and its tenants, not of public concern. Garden meets start this year, as usual, with the Millrose games, scheduled Jan. 26.

TV Jobs Open

NEW YORK City's Municipal Civil Service Commission last week issued notices of examinations for a television supervisor, two television script writers and a television film editor for its Municipal Broadcasting System which operates WNYC - AM - FM. Applications must be secured and filed in person (Commission's Application Section, 96 Duane St.) with 4 p.m. Dec. 20 as deadline for filing. Salaries: TV supervisor, $7,250 a year; script writers, $3,750 and $2,961; film editor, $3,850. All include $250 cost-of-living adjustments.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

FCC Actions

(Continued from page 107)

December 6 Applications . . .

ACCEPTED FOR FILING

Change Location

WARL Arlington, Va.—CP to change main studio and transmitter locations to 5232 Lee Highway, Arlington, Va. (site of WOOK (WINX) Washington transmitter which was moved to Eighth and Eye Streets, Washington).

License Renewal

Following stations request renewal of license:

WDRC-FM Hartford, Conn., WKYB (FM) Paducah, Ky., WLAW-FM Lawrence, Mass., WJTN-FM Jamestown, N. Y., WHNC-FM Henderson, N. C., WKBN-FM Youngstown, Ohio, KTUL Tulsa, Okla., and WBIR-FM Knoxville, Tenn.

December 6 Decisions . . .

BY COMMISSION EN BANC

Log Rule Amended

Commission finalized proposal of Feb. 28 amending sections of Part 3 of Rules Governing Radio Broadcast Services concerning station logs by licensees of AM, FM (commercial and noncommercial educational), TV and international stations, to make such rules applicable to permittees as well as licensees. Amendments are effective Jan. 21.

FM Change

Commission proposed to amend revised tentative allocation plan for Class B FM stations by transferring Ch. 274 from Florence to Orangeburg, S. C.

Granted CP

WCFL Chicago — Granted CP to change DA-N; cond.

KTOK Oklahoma City, Okla.—Granted CP to increase nighttime power from 1 to 5 kw and change DA-N; cond.

Granted Specified Hours

KIFW Sitka, Alaska—Granted application to change from fulltime to specified hours, 5 to 11 p.m. weekdays and 1 to 11 p.m. Sundays.

Consolidated Hearing

WWOC Manitowoc, Wis., WOBT Rhinelander, Wis.—Designated for consolidated hearing WWOC application to increase power from 500 w to 1 kw daytime on 980 kc, and WOBT application to change from 1240 kc 250 w to 980 kc 1 kw fulltime, DA.

To Remain Silent

WNAW North Adams, Mass.—Granted extension of authority to remain silent for additional 30 days from Dec. 8 pending financial reorganization.

License Renewal

Following stations granted renewal of licenses for regular period:

KRNT Des Moines; WGAT New Hartford, N. Y.; WHIO Dayton, Ohio; KXGI Fort Madison, Iowa.

Granted Petition

WEAS Decatur, Ga.—Granted petition requesting that WEAS be made party to current television proceeding and to accept its late comment and evidence in proceeding.

BY THE SECRETARY

Granted Mod. STA

WBZ-TV Boston—Granted mod. outstanding special temporary authority to operate commercially with facilities specified in CP, except for vis. and aur. trans. output power of 5 kw and 2.5 kw respectively, beginning with date of grant and ending no later than Jan. 26. Grant is subject to condition that it is without prejudice to any action Commission may take with respect to outstanding proposals concerning Appendices A, B, C and D of third notice of further proposed rule making and that such authorization will either be modified to conform with any final determinations reached by Commission or will be cancelled, and, subject to further condition that it is without prejudice to any action taken by Commission with respect to existing or future applications or authorizations of Westinghouse Radio Stations Inc.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH DEC. 6

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,311	2,291	129		305	107
FM Stations	644	559	85	*1	11	2
TV Stations	108	91	17		464	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Wausau, Wis.—Lakeland Bcstg. Corp. FCC issued decision granting application for 1230 kc, 250 w, fulltime; conditions. Decision Dec. 6.

OPINIONS AND ORDERS

WTUX Wilmington, Del.—Port Frere Bcstg. Co. FCC granted authority to continue temporary operation until Feb. 15 pending action on petition for rehearing and other relief filed by WTUX directed against Commission's decision of Oct. 12, 1950 [B•T, Oct. 16, 1950] denying renewal of license. Order Nov. 30.

KCIL Houma, La. — Charles Wilbur Lamar Jr. FCC granted request for additional time until Dec. 17 to file amendment to application for CP to change from 1490 kc, 250 w, fulltime, to 630 kc, 1 kw, fulltime, DA, to obviate problem arising from new NARBA. Order Dec. 6.

On petition by Petmar Corp. for review of motions commissioner's action of Oct. 5 denying petition to intervene in Paramount Pictures Inc., et al., proceeding, Commission by memorandum opinion and order denied subsequent petition without prejudice to further showing that petitioner's participation, beyond that of a witness, will assist FCC in determination of issues in this case. Order Dec. 5.

INITIAL DECISION

WPAW Pawtucket, R. I.—Roger Williams Bcstg. Co. Hearing Examiner Leo Resnick issued initial decision looking toward grant of application to change from 1380 kc, 500 w, daytime, to 550 kc, 1 kw, daytime; condition. Decision Dec. 4.

Non-Docket Actions . . .

AM GRANTS

Searcy, Ark. — Mrs. Edith Wood Sweezy. Granted 1450 kc, 250 w, fulltime; conditions, including proviso permittee will not commence program tests until KXLR Little Rock begins program tests on 1150 kc and will not be licensed until KXLR is licensed on 1150 kc. Granted Dec. 6.

Hollywood, Fla.—Circle Bcstg. Corp. Granted 1320 kc, 1 kw, daytime; conditions. Granted Dec. 6.

FM GRANTS

Dawson, Ga. — Dawson Bcstg. Co. Granted 101.1 mc (Ch. 266), 11 kw, antenna 225 ft.; conditions. Granted Dec. 6.

Charlotte, N. C.—Bcstg. Co. of the South. Granted 104.7 mc (Ch. 284), 50 kw; antenna 390 ft. Granted Dec. 6.

TRANSFER GRANTS

WMNB North Adams, Mass.—Granted consent to assignment of license from Herbert B. Clark, Robert Hardman and James Gordon Keyworth, a partnership, to Northern Berkshire Bcstg. Co., a corporation in which each of the former partners will have ⅓ interest. No monetary consideration. Granted Dec. 4.

WRMN Elgin, Ill.—Granted consent to assignment of license and CP from George A. Ralston and Jerry C. Miller to F. F., John T., William D. and Joseph E. McNaughton, a partnership, for $60,000. F. F. McNaughton holds interest in KOBE Las Cruces, N. M., and is owner-publisher *Pekin Daily Times*, Pekin, Ill.; J. E. McNaughton is manager and stockholder of WCRA Effingham, Ill., and publisher of *Effingham Daily News*; J. T. McNaughton holds interest in KOBE and *Effingham Daily News*, and W. D. McNaughton also holds interest in *Effingham Daily News*. Each of the McNaughtons will hold 25% interest in WRMN. Granted Dec. 6.

KDAS Malvern, Ark.—Granted consent to assignment of license from David M. Segal to Malvern Bcstg. Co. to enable key employes to have share in business; employe incentive reason for assignment of permit and no monetary consideration involved. After assignment interest is held by Mr. Segal (51%), Thomas F. Alford (20%), manager of KTFS Texarkana, Tex., Leslie Eugene Abrahamson (10%), announcer KTFS, Edward M. Guss (10%), manager WGVM Greenville, Miss., and Ernest W. Hackworth (9%), program director KTFS. Granted Dec. 6.

WSHB Stillwater, Minn. — Granted consent to assignment of license from William F. Johns Sr., William F. Johns Jr. and Penrose H. Johns to William H. Johns Jr. and Penrose H. Johns d/b as St. Croix Bcstg. Co. for $37,000, payable $250 or more a month at 3% interest. Granted Dec. 6.

WSIP Paintsville, Ky.—Granted consent to assignment of license from W. Howes Meade to Ted Arnold Silvert and Escom Chandler for $75,000. Mr. Silvert has 8.75% interest in WSFC Somerset, Ky., and Mr. Chandler owns 25% interest in Paintsville Dry Cleaners & Laundry, Paintsville, which he operates. Granted Dec. 6.

WGWR-AM-FM Asheboro, N. C. — Granted consent to relinquishment of negative control by W. C. Lucas through transfer of 100 shares (20%) to J. R. Marlowe, station manager. Stock is pledged at First National Bank, Asheboro, as security for $10,000 note due bank by Mr. Marlowe. Granted Dec. 6.

KODI Cody, Wyo.—Granted consent to transfer of control from William J. and Dorothy R. Garlow to Milward L., Lorna Kooi and Peter Kooi Simpson for $25,000. Milward L. Simpson is a lawyer in Cody, a director of Husky Oil Co., Cody, and Calgary, Alberta, Canada, a director of Gate City Steel Co., Omaha, Neb., and co-partner in Cody Inn, Cody; Lorna Kooi Simpson is Mr. Simpson's wife, and Peter Kooi Simpson is student at U. of Wyoming, Laramie. (KODI is now silent pending completion of sale.) Granted Dec. 6.

WCOP-AM-FM Boston—Granted consent to assignment of license from Cowles Bcstg. Co. to T. B. Baker Jr., A. G. Beaman and Roy V. Whisnand for $150,000. Messrs. Baker and Beaman each own 50% of WKDA Nashville and Mr. Whisnand is commercial manager WKDA [CLOSED CIRCUIT, Nov. 5]. Granted Dec. 6.

New Applications . . .

AM APPLICATIONS

Yuba City, Calif.—John Steventon, 1450 kc, 250 w, fulltime; estimated construction cost $11,900 (equipment will be purchased from KGFN Grass Valley, Calif.), estimated first year operating cost $30,000, estimated first year revenue $36,000. Applicant is licensee of KMOR Oroville, Calif. (Contingent on grant of frequency change for KMYC Marysville, Calif.) Filed Dec. 1.

Plainfield, N. J.—WXNJ Inc., 1580 kc, 1 kw, daytime; estimated first year operating cost $25,000, estimated first year revenue $30,000. Applicant is licensee of WXNJ (FM) Plainfield. Accepted Dec. 5.

Portland, Ore.—William Edwin Richardson, 860 kc, 500 w, daytime; estimated construction cost $15,000, estimated first year operating cost $35,000, estimated first year revenue $46,000. Applicant is consulting engineer, Portland, and former manager KPDQ and KWJJ Portland. Filed Dec. 5.

Bishop, Calif.—Inyo Bcstg. Co., 1230 kc, 250 w, fulltime; estimated construction cost $14,915, estimated first year operating cost $24,000, estimated first year revenue $30,000. Applicant company is partnership of James R. Oliver, owner Bcstrs. Network Studios, Beverly Hills, Calif., and radio station management and personnel consultant, and Stephen A. Cisler, owner of ½ interest in WKYW Louisville, Ky., WXGI Richmond, Va., and WILB Williamsburg, Va., 55% interest in KSMO San Mateo, Calif., 25% interest in WXLW Indianapolis, Ind., 100% interest in application for new AM station in Monterey, Calif., 50% interest in proposed assignment of KGSF (FM) San Francisco, 50% interest in Electronic Service Corp., Louisville, and 25% interest in Bcst. Equipment Corp., Lincoln, Neb. Filed Dec. 5.

TV APPLICATIONS

San Antonio, Tex.—Alamo Television Co., Ch. 35, ERP 187 kw visual, 93.5 kw aural, antenna height above average terrain 425 ft.; estimated construction cost $372,500, estimated first year operating cost $140,000, estimated first year revenue $300,000. Applicant is W. W. Lechner, owner W. W. Lechner Inc., oil and gas exploration and production and applicant for TV stations in Houston and Dallas. Filed Dec. 3.

Hendersonville, N. C.—Radio Hendersonville Inc., Ch. 27, ERP 23.9 kw visual, 11.95 kw aural, antenna height above average terrain 982½ ft.; estimated construction cost $176,800, estimated first year operating cost $96,000. Applicant is licensee of WHKP Hendersonville. Filed Dec. 4.

Carbondale, Ill. — Grace S. Rodgers and C. W. Rodgers (mother and son), Ch. 34 (626-632 mc), ERP 1.33 kw visual, 602 w aural, antenna height to be determined; estimated construction cost $191,960, estimated first year operating cost $135,000, estimated first year revenue $100,000. The Rodgers have interest in Rodgers Theatres Inc., Cairo, Ill., R. G. R. Theatres, Blytheville, Ark., Rodgers Investment Co. and Grace S. Rodgers Corp. Filed Dec. 4.

Butte, Mont.—Copper Bcstg. Co., Ch. 4 (66-72 mc), ERP 14.85 kw visual, 7.59 kw aural, antenna height above average terrain 267 ft.; estimated construction cost $100,961.75, estimated first year operating cost $100,000, estimated first year revenue $110,000. Applicant is licensee of KOPR Butte. Filed Dec. 4.

Chambersburg, Pa. — Chambersburg Bcstg. Co., Ch. 46 (662-668 mc), ERP 100 kw visual, 45.6 kw aural, antenna height above average terrain 1153 ft.; estimated construction cost $230,531.50, estimated first year operating cost $72,000, estimated first year revenue $60,000. Applicant is licensee of WCHA-AM-FM Chambersburg. Filed Dec. 5.

Charleston, S. C.—WCSC Inc., Ch. 5 (76-82 mc), ERP 28.2 kw visual, 14.1 kw aural, antenna height above average terrain 311 ft.; estimated construction cost $215,000, estimated first year oper-

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ating cost $205,000, estimated first year revenue $265,000. Applicant is licensee of WCSC-AM-FM Charleston. Filed Dec. 7.

TRANSFER REQUESTS

WTTN Watertown, Wis.—Transfer of license from Albert B. Gale and J. H. Ves to Carl V. Kolata, Marcella E. Kolata and Verne H. Halle through sale of 130 out of 200 shares of stock for $27,353. Mr. Kolata already owns 70 shares and will acquire ten more; he is program director of station. Mrs. Kolata is housewife and Verne Halle is real estate broker. Filed Dec. 3.

WOR-AM-FM-TV New York—Assignment of license from General Teleradio Inc. (subsidiary of R. H. Macy & Co.) to Thomas S. Lee Enterprises for $3,-[illegible],000 ($1,200,000 for WOR program service, $1,300,000 for merger, $1,350,000 for indebtedness of General Teleradio to R. H. Macy); in addition, Macy receives 732 shares of Lee stock (valued at $37,840) for 10% interest in Lee. Price does not include land, buildings or equipment which will be leased to Lee for 25 years at $315,000 per year and after 25 years at $78,750 per year.) Thomas S. Lee Enterprises owns WNAC-AM-FM-TV Boston, WONS Hartford, WEAN Providence, WGTR (FM) Worcester, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego [B•T, Nov. 26, 19, Oct. 15]. Accepted Dec. 3.

WGBH (FM) Boston—Assignment of CP from Lowell Institute to WGBH Educational Foundation to simplify administration of station; no monetary consideration. Filed Dec. 4.

WJPH-AM-FM Jacksonville, WCOA Pensacola, WTMC Ocala and WDLP-AM-FM Panama City—Assignment of license (WJPH and WCOA) and transfer of control (WTMC and WDLP) to new corporation of same stockholders for purpose of preserving unity of ownership and control of all Perry Enterprises and eventually to provide for common financing of properties through single issue of debt securities. No monetary consideration. Filed Dec. 4.

WCHS Charleston, W. Va.—Transfer of control from Laurence E. Tierney Jr., Lewis C. Tierney and Albert S. Kemper Jr. to Lewis C. Tierney, voting trustee. No monetary consideration. Filed Dec. 5.

KTNM Tucumcari, N. M.—Transfer of control from Grady F. Maples and

Over Scale Talent

(Continued from page 28)

salary policy for radio-TV performers appearing on network and local station programs. Other employes include cameramen, producers, directors, script-writers and designers. The relation to independent program packagers, now exempt from price regulations, also hangs in the balance, with claims that employers should have the same exemptions.

Question of a different treatment for the television industry, because of its phenomenal growth, also is posed. Mr. Rothschild said the board is prepared to take action on "subsidiary policies" providing for "the proper treatment of growth companies."

It was recalled that the Radio-Television Directors Guild had objected to the proposed use of January 1950 as base period for salaries, claiming this was an experimental cycle for video. In the past two years, the industry has matured and talent in production and direction of shows should receive a higher salary rate. Most salaries were stabilized last Jan. 25, 1951, with provision made for a so-called 10% "catchup" salary raise.

With respect to the self-administration aspect Mr. Rothschild asserted:

We have attempted to adopt regulations which will permit industry to operate in accordance with past practice upon a self-administering basis. Obviously, it is essential that there be effective compliance and enforcement machinery to protect companies that comply with the regulations against the few which do not. Once major policy has been determined, I envisage the functions of salary stabilization as primarily directed toward securing compliance with the regulations and policies that have been issued.

KLIX
IS KLICKIN'

Film Report

(Continued from page 90)

Pilots, with interviews of famous jet pilots as well as a film clip showing them in action.

Project has had the cooperation of Republic, Gruman, Bell Aircraft, Pratt-Whitney and other jet-plane manufacturers who have made their top test pilots available to the producer of the commercials. Campaign was created by **Elliot Sanders**, Kenyon & Eckhart producer on the program. Mr. Sanders commented that children of the pilots who appeared on the program are usually Tom Corbett fans and are much more impressed by Tom Corbett and his cadets than the appearance of their fathers.

* * *

ILLUSTRATE Inc. has sold *Our Lady's Juggler*, based on the Anatole France classic, to five markets. Stations include KPIX (TV) San Francisco, WEWS (TV) Cleveland, WJZ-TV New York, WMAL-TV Washington and a Los Angeles station to be announced later.

Originally produced for the U. S. Rubber Co. several years ago, *The Juggler* was produced in the illustrative technique developed by Illustrate. It has a narrative background and utilizes more than 200 drawings by **Sterling Sturdevent**. The running time is ten minutes.

* * *

ADRIAN WEISS PRODUCTIONS, Hollywood, has sold its 13-week *Craig Kennedy Criminologist* film series to two additional sponsors.

Crown Drug Co., Kansas City, starts weekly telecasting of the half-hour programs tomorrow (Dec. 11) on WDAF-TV Kansas City. **Virginia Dare**, Chicago, has signed for the programs in Chicago, to be telecast on WENR-TV starting Dec. 14. The series also is currently being telecast on WEWS (TV) Cleveland and KING-TV Seattle, under the sponsorship of **Rybutol** in both cities.

* * *

TEE-VEE Co., Beverly Hills, Calif., has started production of a new series of 26 five-minute films for *Little Theatre* television series. The *Little Theatre* programs, a quarter-hour in length, comprise two of the five-minute films, each a complete story. The first group of 13 programs now are being telecast on about 15 stations in various parts of the country.

Marc Frederic, vice president and general manager of the firm, leaves for the East today (Monday) on a ten-day selling trip to Washington, New York, Baltimore, Philadelphia and Chicago. He plans to establish sales offices in Chicago. A similar office was set up previously in New York.

* * *

JERRY FAIRBANKS Productions, Hollywood, has purchased *The Willing Victim*, an original television play, as the 39th program in its *Front Page Detective* TV film series. **Frank Jenks** and **Margaret Spahr** have major roles in the play.

R. B. McAlister, d/b as The McMa Agency, to partnership composed of Lloyd Hawkins, Ted Lawson, D. A. Benton, Murphy M. May, Don G. Opheim, David R. Worley and Bruce C. Zorns, d/b as Quay County Bcstg. Co., for $80,000, with terms of $30,000 cash and payments of $633 per month for 8 years, interest at 6% per annum. Mr. Hawkins (20%) is general manager KLTI Longview, Tex., Mr. Lawson (10%) is accountant for R. G. LeTourneau Co., licensee of KLTI, Mr. Benton (10%) is office manager for W. B. Johnson Drilling Co., Mr. May (15%) is owner of Magnolia Petroleum Co., Mr. Opheim (10%) is announcer for KUMC Colorado City, Col., Mr. Worley (20%) is general manager of KTFV Brownfield, Tex., and Mr. Zorns (15%) is vice president and minority stockholder of Brownfield State Bank and Trust Co., Brownfield, and Yoakum County State Bank, Denver City, Tex. Filed Dec. 5.

KGLN Glenwood Springs, Col.—Assignment of license from R. G. and Charles Howell to KGLN Inc., a change from partnership to corporation and allow resident manager, Jerry Fitch, to acquire ½ interest for $6,733.34 with terms of $2,000 cash and $4,733.34 promissory note. Filed Dec. 5.

KBUC Corona, Calif.—Assignment of license from American Pacific Radio Bcstg. Co., a limited partnership, to Radion Bcstg. Inc., a corporation formed to reduce indebtedness. No monetary consideration. Filed Dec. 5.

Deletion . . .

TOTAL deletions to date since Jan. 1: AM 27, FM 66, TV 1. New deletion: WFMU (FM) Crawfordsville, Ind. — Journal Review, license (and CP authorizing changes), Dec. 4.

WLS CHICAGO, part-time station sharing ABC affiliation with WENR, is carrying three additional network features. They are *Victor Lindlahr*, *Joyce Jordan* and *Evelyn Winters*. Local programs were rearranged to accommodate the network shows.

Radio Mayor

ALLAN LAMPORT, mayor-elect of Toronto, Ontario, was elected Dec. 3 by using only radio for his campaign talks and advertising. Newspaper advertising was confined to calling attention to his broadcast schedules on various Toronto stations. He is the first Toronto mayor elected by using only radio.

Telestatus

(Continued from page 84)

and Sat., Sun. sign-on to noon, the rate is $480, and for Mon.-Fri. midnight to noon and Sat. and Sun. midnight to sign-off, the rate is $320. Station, which has been on the air since Dec. 3, 1947, is represented by Harrington, Righter & Parsons.

* * *

'Star Theatre' Tops American Research List

TOP TEN national television programs for the week of Nov. 1-7, as reported by American Research Bureau, led off with NBC-TV's *Texaco Star Theatre*. Rating was 58.6. Complete listing follows:

Program	Rating
Texaco Star Theatre (NBC)	58.6
Talent Scouts (CBS)	49.2
Your Show of Shows (NBC)	48.6
Comedy Hour (NBC)	48.6
President Truman (All networks Nov. 7)	47.4
You Bet Your Life (NBC)	44.2
Jack Benny Show (CBS, Nov. 4)	43.5
Red Skelton (NBC)	43.2
Godfrey and Friends (CBS)	42.9

ABC Blood Special

STRESSING the need for increased blood donations, ABC Radio presented a special half-hour documentary, *The Long Red Line*, from 10:30-11 p.m. last Thursday, the eve of Pearl Harbor Day. Program traced the need for blood donation from the time of the Pearl Harbor attack and included interviews with wounded veterans of Korean war and statements by Red Cross and Defense Dept. officials and others.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellon

CRY

On Records: **Georgia Gibbs—Mer. 4625; June Valli—Vic. 20-4378; Paul Chapman—Dec. 27857; Bill Farrell—MGM 11113; Johnnie Ray—Okeh 6840; Ruth Casey—Cadillac 103; Four Knights—Cap. 1875; Eileen Barton—Coral 60592; Bette McLaurin—Derby 785; Alan Holmes—King 15145; Carmen Taylor—Mer. 8262; Bob Williams—Vic. 20-4406; Little Donna Hightower-Horace Henderson—Dec. 48254.**

BMI

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at deadline

By-Law Change

(Continued from page 5)

ing cessation of board service by members who no longer are eligible to sit on board because of change in status, with provision for filling vacancies. Some technical changes made in dues setup. New definition adopted for national networks, as distinguished from regional, area, state, transcription and film networks.

Board voiced opposition to copyright legislation (HR-3589) which would require payment of fees for reading stories, poems etc. on air. Bill has been reported out of committee. Danger of violation by political candidates pointed out.

Fund of $5,000 will be made available for careful study of sales and use tax situations in Arkansas, New Mexico, Hawaii and other areas. Board voiced concern over spread of such taxes.

Full board indorsed in principle Horan Bill (HR 5470) which would hold broadcasters free from libel in suits growing out of political broadcasts.

Board adopted resolution looking toward broadcasters' participation, through hearing, in cases where international agreements on TV frequency allocations affect American radio and public.

This grew out of Dist. 13 and 16 meetings where broadcasters protested negotiations between U. S. and Mexico unfairly affecting TV viewers in Southwest. State Dept. recently completed these negotiations. Harry Bannister, WWJ-TV Detroit, offered resolution which asks government agencies to give broadcasters chance to be heard in future negotiations.

Report on excess profits tax negotiations given board by John H. Poole, tax attorney for Fort Industry Co., who said recent law means savings to telecasters.

George B. Storer, Fort Industry president and chairman of special TV tax committee, also spoke on tax matters. Committee was commended by board.

All members but two attended three-day board sessions. Absent were W. D. Rogers Jr., KEYL-TV San Antonio, and Paul Raibourn, KTLA (TV) Los Angeles.

Long list of new radio members approved by board. List includes:

KALE KALE-FM Richland, Washington; KAPA Raymond, Wash.; KASI Ames, Iowa; KBRO Bremerton, Wash.; KBYE Oklahoma City; KCMJ Palm Springs, Calif.; KECC Pittsburg, Calif.; KFAR Fairbanks, Alaska; KIMA Yakima, Wash.; KIUP Durango, Colo.; KLEE Houston; KOLE Port Arthur, Texas; KOWH Omaha; KREW Sunnyside, Wash.; KSET El Paso; KSON San Diego; KTBS Shreveport, La.; KTRF Thief River Falls, Minn.; KVOL KVOL-FM Lafayette, Louisiana; KVWO Cheyenne, Wyo.; KWOA Worthington, Minn.; KXRN Renton, Wash. WAKN Aiken, S. C.; WAYB Waynesboro, Va.; WBUT WBUT-FM Butler, Pa.; WCBT WCBT-FM Roanoke Rapids, N. C.; WCOW South St. Paul; WESC WESC-FM Greenville, S. C.; WEXL WOMC (FM) Royal Oak, Mich.; WFAK Memphis; WFMC Goldsboro, N. C.; WGAN Portland, Me.; WGBH(FM) Boston; WGBR WEQR(FM) Goldsboro, N. C.; WGBS WGBS-FM Miami; WGET Gettysburg, Pa.; WGN WGNB(FM) Chicago, Illinois; WGNS Murfreesboro, Tenn.; WHJC Matewan, W. Va.; WHOL Allentown, Pa.; WICH Norwich, Conn.; WILM Wilmington, Dela.; WINC WRFL(FM) Winchester, Va.; WJNC Jacksonville, N. C.; WKBZ WKBZ-FM Muskegon, Mich.; WKDN Camden, N. J.; WKJF(FM) Pittsburgh; WKLJ Sparta, Wis.; WKNY Kingston, N. Y.; WKOX Framingham, Mass.; WLCM Lancaster, S. C.; WMLN(FM) Mount Clemens, Mich.; WMMN Fairmont, W. Va.; WNBZ Saranac Lake, N. Y.; WNGO Mayfield, Ky.; WOL WOL-FM Washington, D. C.; WOMT Manitowoc, Wis.; WOSC Fulton, N. Y.; WPAC Patchogue, N. Y.; WPAG WPAG-FM Ann Arbor, Mich.; WPPA WPPA-FM Pottsville, Pa.; WRLD WRLD-FM Lanett, Alabama; WROW WROW-FM Albany, N. Y.; WTKM Hartford, Wis.; WTRC WTRC-FM Elkhart, Ind.; WVMI Biloxi, Miss.; WVNJ Newark.

RADIOS IN MOST CARS

MORE THAN three-quarters of automobiles in Salt Lake City equipped with radios in working order, according to first "outdoor radio Hooperatings report," released to city's station subscribers (KALL, KDYL, KSL, KUTA). Survey, from mid-October to mid-November, found 78.1% of cars equipped, with daytime auto sets-in-use averaging 24.2% with high of 30.9%.

DID NOT ASK DISCRIMINATION SEN. O'MAHONEY SAYS

SEN. JOSEPH C. O'MAHONEY (D-Wyo.) declared Friday he had not approved any Defense Dept. budgetary plan discriminating against radio, TV or any other medium in spending of current funds for recruitment advertising. Defense Dept. had cancelled network campaigns in line with directive in Military Appropriations Act.

Majority of NARTB board members signed strong statement of protest Friday on purported discrimination by Defense Dept., which NARTB has been told is diverting current funds from radio into other media on ground this is in line with intent of Congress. Protest sent to Robert A. Lovett, Secretary of Defense.

Sen. O'Mahoney said he merely had felt that money spent in all advertising media was ineffective and the services could get the recruits through the draft. Any statement that he had reviewed expenditures and approved discrimination against radio and television in favor of printed media is false, he declared.

Mrs. Anna Rosenberg, assistant Secretary of Defense, told NARTB Friday that the Dept.'s policy of use of unexpended 1951 funds for recruitment advertising was as follows: "Unexpended 1951 funds may be used for advertising through any proper media, including radio and television, which are designed to recruit specialists and women."

NARTB President Harold E. Fellows issued this statement Friday: "This instance demonstrates the need for concerted action among broadcasters and the result of such action when the cause is right. We are grateful to Sen. O'Mahoney for correcting the record and to the Department of Defense officials who have reversed their decision and recognized radio and television in their proper perspectives as great American advertising media."

NL&B CHICAGO BILLINGS UP

NEEDHAM, LOUIS & BRORBY, Chicago, billed $15 million this year and expects to handle $19 million worth of business in 1952, President Maurice H. Needham, reported to employes. He said 1951 reached "peak" surpassing last year's figures by $4 million. Net profit "hits another peak" equalling $230,000 "in spite of terrific increase in federal taxes," compared to $75,000 in 1950.

WMGM-LBS CONTRACT

AFFILIATION contract of WMGM New York with Liberty Broadcasting System [B•T. Dec. 3] will be signed today (Monday). Negotiations for network and station reached agreement late Friday with attorneys to draw up legal document over weekend.

PEOPLE...

GEORGE GRISWOLD Jr., for past five years with public relations and advertising divisions of AT&T's Long Lines Dept., has joined *Newsweek* magazine as director of publicity.

WILLIAM R. BAKER Jr., president, Benton & Bowles, N. Y., and JOHN P. CUNNINGHAM, executive vice president, Cunningham & Walsh, N. Y., inducted into George Burton Hotchkiss chapter of Alpha Delta Sigma, national honorary advertising fraternity Friday. Fred Gamble, president of American Assn. of Advertising Agencies, was toastmaster.

FRANK CARVEL, timebuyer, Biow Co., N. Y., to Marschalk & Pratt Co., N. Y., in same capacity.

REMHOLD W. SCHMIDT promoted to assistant manufacturing manager of Cathode-Ray Tube Div. Allen B. DuMont Labs Inc., to succeed William Carlin, who has been named manufacturing manager, it was announced Friday. Another DuMont employe since 1948, ELLSWORTH S. DOE, was named supervisor of mechanical and electrical maintenance, post vacated by Mr. Schmidt.

HENRY TOBIAS named producer-director for CBS Television programs of musical-variety-comedy type.

SCHEDULE APPROVED FOR DISTRICT MEETINGS

ANNUAL series of NARTB district meetings to be held in three groups, starting Aug. 18 and ending Oct. 21, under schedule adopted Friday by combined NARTB boards. Series will be completed several weeks ahead of 1951 meetings, which ran to Nov. 16.

Schedule follows: Aug. 18-19, District 7 (Ky., Ohio); Aug. 21-22, 8 (Ind., Mich.); Aug. 25-26, 11 (Minn., N. D., eastern S. D.); Aug. 28-29, 17 (Alaska, Ore., Wash.); Sept. 4-5, 15 (No. Calif., No. Nev., Hawaii); Sept. 8-9, 16 (Ariz., So. Calif., So. Nev.); Sept. 11-12, 14 (Colo., Idaho, Mont., N. M., western S. D., Utah, Wyo.); Sept. 15-16, 12 (Kan., Okla.); Sept. 18-19, 13 (Texas); Sept. 22-23, 10 (Ia., Mo., Neb.); Sept. 25-26, 9 (Ill., Wis.); Oct. 2-3, 4 (D. C., Md. in part, N. C., S. C., Va.); Oct. 6-7, 5 (Ala., Fla., Ga. P. R.); Oct. 9-10, 6 (Ark., La., Miss., Tenn.); Oct. 13-14, 3 (Del., Md. in part, Pa., W. Va.); Oct. 16-17, 2 (N. Y., N. J.); Oct. 20-21, 1 (New England).

MINORS' 'COMPENSATION'

MINOR LEAGUES unanimously passed resolution Friday calling on majors to give them 50% of their radio-TV receipts as compensation for loss of revenue (see earlier story, page 25). Resolution, drawn up by Sen. Edwin C. Johnson (D-Colo.), president of Western League, would permit majors to broadcast or telecast games without limitation, but would, according to Sen. Johnson, establish "the principle of damage." The Colorado Senator also said share-in-income arrangement would comply with anti-trust laws, whereas other restraints might be illegal.

1951 TUBE SALES

RECEIVING tube sales in first 10 months of 1951 totaled 314,932,857 tubes, Radio-Television Mfrs. Assn. reported Friday. This compares with 304,910,357 tubes sold same 1950 period. Of this year's total, 211,273,000 tubes were shipped for use in new sets; 78,940,247 replacements; 5,681,734 government and 19,037,876 export. In October, 34,137.519 tubes were sold compared with 40,105,611 same 1950 month, and 27,946,193 for September this year.

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